Canadian Home Economics Journal

Revue Canadienne d'Economie Familiale

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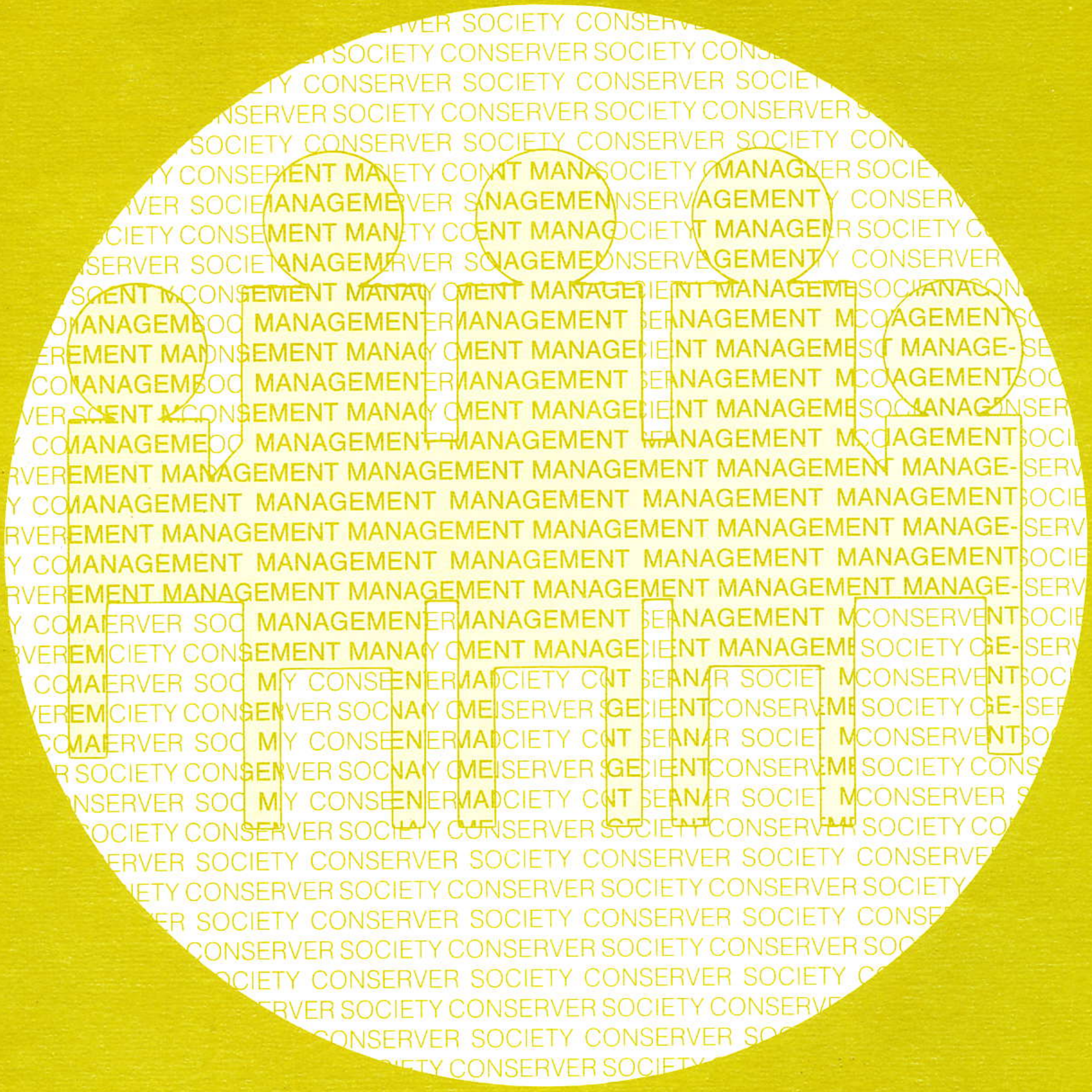
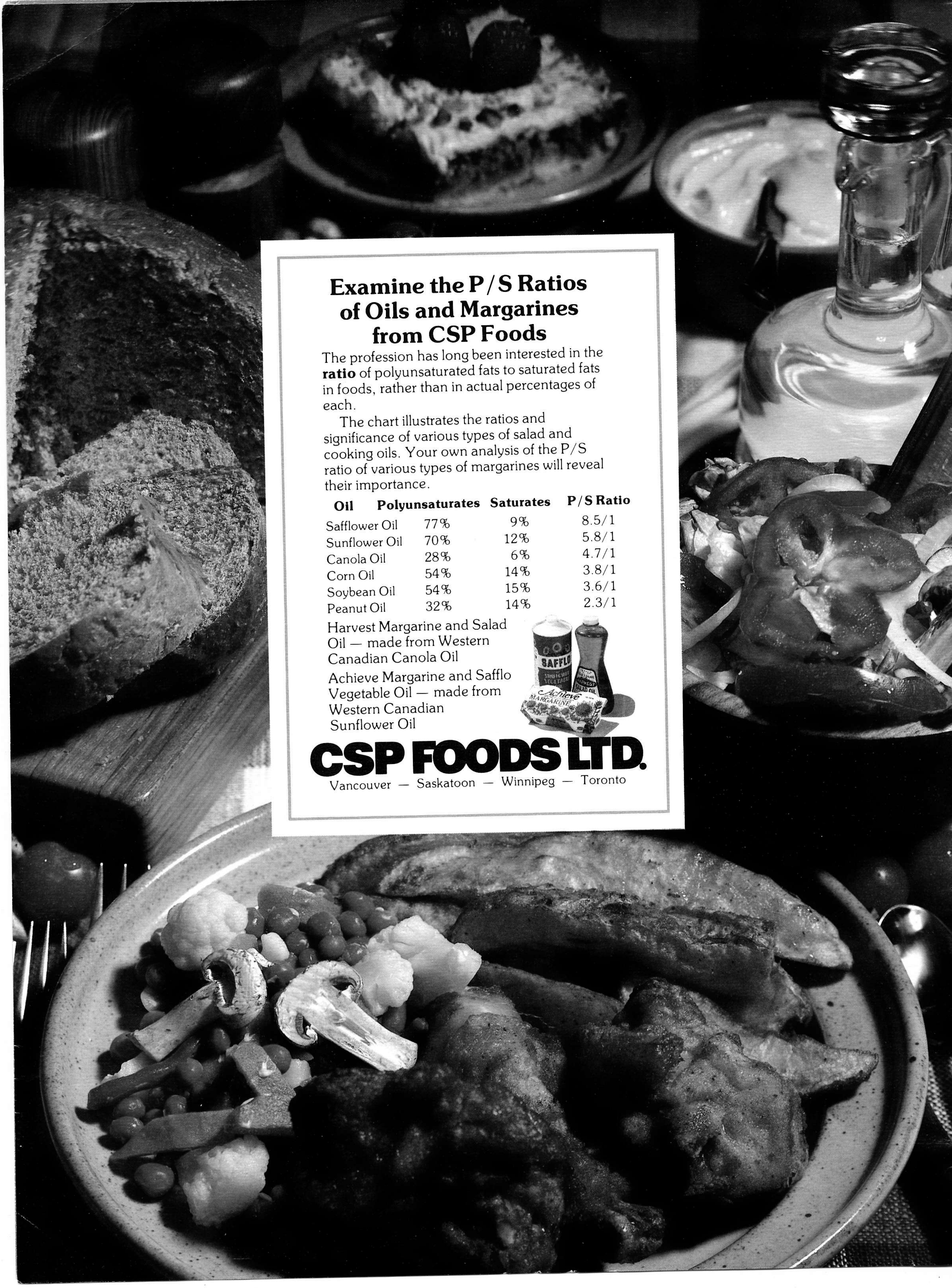

CONSERVER SOCIETY
MANAGEMENT



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Canadian Home Economics Journal
Revue Canadienne d'Economie Familiale

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A Tribute to Jean Bradshaw

by Gertrude Gerlach

When a member of an association is granted an award in recognition of outstanding contribution to that association, it is considered as an acknowledgement of her genuine support. However, when a person, who does not qualify as a member of that association, is presented with an award by reason of her own professional activities, it is interpreted that her contribution has been mutually beneficial, and deserving of special recognition.

Such a person is Jean Bradshaw! For, at the 1976 Conference of the Canadian Home Economics Association held in Toronto, Jean Bradshaw, who was General Secretary of CHEA at the time, was made an honorary member of CHEA.

It was with deep regret that members learned late last year that Jean found it necessary to resign because of ill health.

During the more than eighteen years that Jean served as General Secretary, CHEA members came to know her and to recognize her numerous capabilities. Those who knew her best were members of the Board of Directors and those who served in various other capacities. Although much of Jean's contact with these people was through correspondence, each successive convention or conference offered the opportunity for many members to meet Jean personally and to become better acquainted with her each time.

Jean was born (nee Farley) in Vermilion, Alberta. After completing high school, she attended Success Business College in Winnipeg, graduating with a Business Education Association Certificate (BEA).

Jean's first position was in the Accounting Department of Air Canada in Winnipeg. She remained there for eight years, rising to the rank of Section Head, Accounts Receivable. In 1948 Jean moved to Victoria, B.C., where she married Maurice Bradshaw, familiarly known as "Brad". She joined the staff of the Government of British Columbia in Victoria, first in the Superannuation Department and later in the Hospital Insurance Service. Jean and her husband moved to Ottawa in 1954 when Brad, an accountant with the Taxation Branch of Revenue Canada, was transferred to head office. A year later their only child, Alan, was born, and Jean became a full-fledged homemaker. In 1980, Alan graduated from the University of Toronto with a Bachelor of Commerce degree.

Before learning how Jean became associated with CHEA, it is necessary to digress for a moment.

In March 1960 a permanent CHEA office was established in Ottawa and on June 1, our first General Secretary, Irene Bruce, commenced her duties. After serving for less than a year, Mrs. Bruce found it necessary to resign because of a serious health problem. It was now April 1961, a particularly busy time at the office and, because of the extreme urgency, we advertised for a person to work for a period of six weeks, until the rush was over.

Jean relates the circumstances of her replying to this ad. She discussed it with her husband, Brad, and convinced him that it was for only six weeks and that she could buy a mink stole with the money she earned. (This was 1961 — before the high cost of living — and of furs!)

By the end of the six weeks we realized Jean's capabilities and fortunately were able to convince her to stay on. Brad comments that those were the longest six weeks Jean has ever worked — for they grew into eighteen years!

Tactful, discrete, positive, modest, with all that these words imply, describe Jean. She has a sense of humour and hers is a friendship one values. If a friend is a person with whom you can be yourself, then Jean is truly a friend.

A description of Shakespeare's Jessica aptly describes Jean:

> For she is wise, if I can judge of her,
> And fair she is if that mine eyes be true,
> And true she is, as she hath proved herself.

Jean's husband has recently retired from his position with the Government of Canada. May we all join in wishing Jean a complete recovery so that she can enjoy her retirement with Brad.

Gertrude Gerlach assisted in establishing the National office in 1960. She acted as Finance Chairman from 1958-60 and as president from 1960-62. In 1978, CHEA presented Miss Gerlach with the Honor Award in recognition of her outstanding contribution to the profession.

Salute to CHEA's Committees

The Canadian Home Economics Association is an association of strength and potential. We, who are proud to call ourselves home economists, should be proud of the collective accomplishments of our national association.

This fact was underlined in the *Review of CHEA Operations* carried out in the fall of 1979. Mr. Claude Lalonde in his report stated "CHEA enjoys a particular strength not often found in other associations. This strength is the involvement of members in CHEA activities . . . many of its committees are able to work effectively and continuously without staff support . . . this situation should be encouraged to continue."

In this, my last message as President on the pages of the Journal, I want to especially recognize those of our members who work on CHEA committees. Through the efforts of these colleagues, our association, though not large numerically, can point to real achievements. The Journal Committee brings us a high quality publication. The Convention Committee plans first-rate conferences for our benefit. The International Development Committee sparks interest in "twinning," sponsors the excellent international development workshops and, along with our representatives to the International Federation of Home Economics, obtained CIDA funding which made possible IFHE's first regional meeting in Guatemala last August. The excellent newsletter of the Extension Committee, the HEIB's *Collage of Canadian Cooking,* sales of which are benefiting many home economics groups, the positive results from the work of the Membership, Professional Development, Awards and Nominating Committees, and the input of those other numerous committees who have worked on position papers, statements and letters to government ministers and agencies — all of these efforts contribute to the reputation and prestige of the association. And we must not overlook the efforts of task forces and committees who deal with the administrative problems of the association. We cannot adequately thank those responsible for this volume of work.

Satisfaction in a job well-done is about the only reward for these hard-working volunteers. (Fan letters of appreciation from the membership are always welcome, of course!)

Other comments of interest to members from the Operations Review is the mention of positive cost-benefit in relation to fee dollars as seen by the consultant, "Definitely — YES." As a focus for professional development and a forum through which members can speak out on issues in the field of home economics, benefits of CHEA membership are worth the cost. Our fee structure is in line with other associations and "level of services to members in relation to CHEA income is quite substantial."

The role of CHEA as a coordinator and communications link with regional and provincial association is also noteworthy. Many significant activities are carried out by committees of the local associations.

Affiliated groups were recently asked by our vice-president what these local groups expected of CHEA. Responses indicate that they look to the national association to provide leadership, take action on relevant social issues, strengthen and project a positive dynamic image of the profession nationally and internationally, provide opportunities for professional development, promote high professional standards and maintain a national communications network for home economists. Through our committees, we are certainly directing our efforts towards these goals.

As to what regional groups expect to contribute to CHEA, there were fewer responses. The sharing of ideas and support of CHEA projects were mentioned as well as the financial contribution of the affiliation fee. But here are some statistics to ponder. Twenty-nine percent of the home economists who belong to regional associations are members of CHEA, while ten percent of the home economists who reside in the areas from which the respondents replied are members of CHEA.

So from these two reports (which I will gladly make available to anyone interested), CHEA has a significant role, is fortunate in its active, competent committees, and recognizes that there is a large reservoir of potential members.

My concluding remarks are on behalf of the 1978-80 Executive. We thank you for the opportunity to serve CHEA. And offer our best wishes to President-elect May Maskow and the incoming team for the ongoing progress of the association. ●

PRESIDENT'S MESSAGE

Elizabeth Feniak

FOCUS ON Management

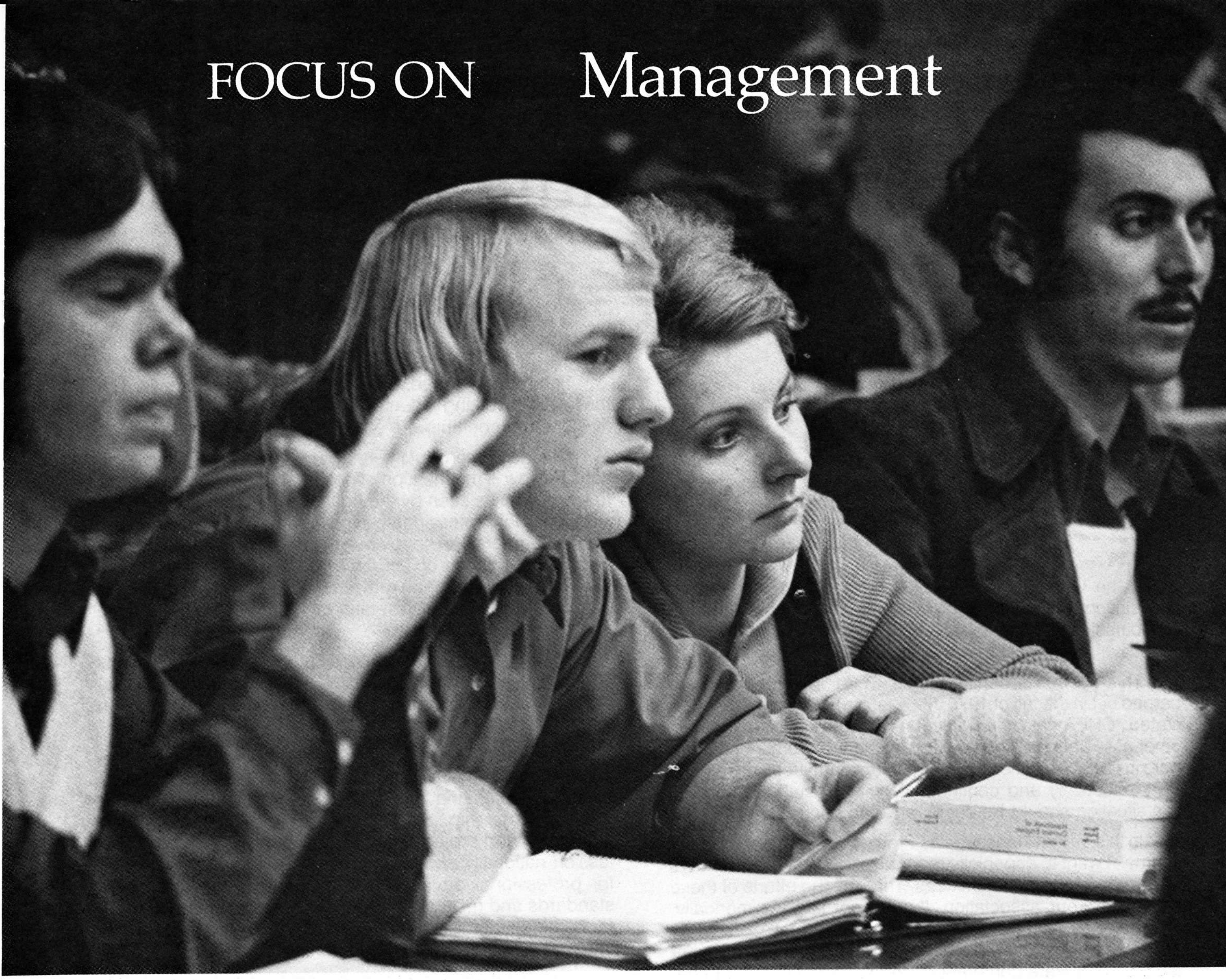


Photo Courtesy of National Film Board of Canada

> *I think that if we are going to reform the world and make it a better place to live in, the way to do it is not with talk about relationships of a political nature, . . . or with programs full of things for other people to do . . . . Programs of a political nature are important end products of social quality that can be effective only if the underlying structure of social values is right. The social values are right only if the individual values are right. The place to improve the world is first in one's own heart and head and hands, and then work outward from there.*
>
> *—R. M. Pirsig*

The theme for the 1980 issues of the *CHE Journal* is the "Conserver Society"

A Challenge to Home Economists

Ethel Marliss
Guest Editor

The dictionary defines conservation as the planned management of a natural resource to prevent exploitation, destruction or neglect. While we tend to consider natural resources as related to air, water and land we must never forget that the most precious resources are human beings. When we fail to manage our natural resources efficiently, people will suffer. Little effort is required to pay lip service to the principle of conservation. Positive action rarely begins until our own personal well-being is threatened, or attacked.

In the interests of encouraging industry, creating employment, and increasing prosperity, we permit wholesale desecration of our environment. We express polite concern because some people have absorbed mercury when they ate the fish that is essential to their lives. But these people are far away — out of our sight. There is little doubt that the waters of the Great Lakes will be cleaned up first, because of the intensity of political pressure. In remote areas, there are not so many vocal protestors.

It took even longer for the protests to be heard about all those infants in the third world, who have died from diseases related to bottle feeding. In order to expand their markets for infant formula, the multinational corporations developed what can only be termed a diabolic plan. White uniformed salespeople, in the guise of milk nurses, went into the maternity wards, to discourage the mothers from nursing their babies. They offered them free samples of infant formula instead. Nobody was concerned that, in the remote villages, there may not be clean water available with which to mix the powder. By the time that the problems were identified, the mothers were no longer able to nurse the infants. Thanks to the anger of people in the church . . . a protest and a boycott of all the companies' products was organized. In this way, there was an attempt to stop the greedy from exploiting the primitive and illiterate women of the third world.

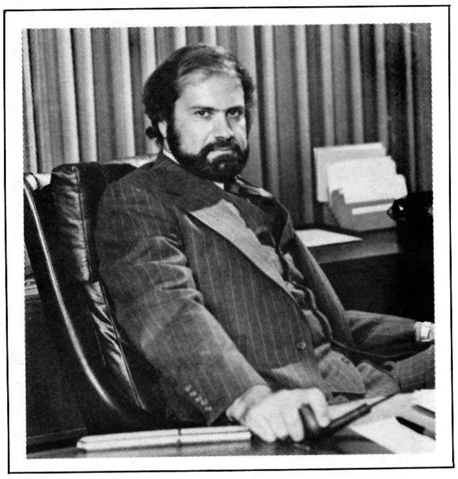
But exploitation is not limited to the illiterate. In our country there is a powerful, and effective teaching device in every home. The television can be used to offer information and good advice, or it can create new desires, and sell overpriced foods of little nutritional value. And it is all so cleverly done that millions believe that they are getting good value. How does one estimate how much human and mechanical energy is expended in the production, distribution and sale of artificially colored and flavored, sweetened water. The addition of a tiny bit of ascorbic acid is the magic catalyst that makes such a product more acceptable than pure fruit juice. The ultimate result, is that sometimes the price asked for the imitation is as high as that for the genuine.

Now there is a new campaign to promote whole grain bread. The plain old 100% whole wheat bread, is no longer the darling of the Natural Food Devotees — the new trend is to encourage the use of bread made with several different grains, three, five, seven, the more grains the merrier, and the more expensive. Yet, consumers are willing to pay twice as much for a loaf of this so-called natural bread, because it contains several whole grains. There is magic in numbers. The bakers create the magic, and the consumer pays. It is frightening to see how willingly some will respond, and they lead the way in encouraging the industry to continue to increase prices of the old basic product.

There is only one way to stop this exploitation of the people. We must muster all the well-informed specialists, who can tell the truth without fear of being criticized. We must teach the people how to evaluate products on the basis of their merit, not according to the promotional advertising. It will require new and innovative approaches to present the truth. But we must capture the imagination and instill enthusiasm for honest products that will keep us strong and healthy. As money becomes tight, and prices stay high, people are more ready to respond to an honest approach.

Home economists — there is a real challenge ahead for all of us. What will **you** do about it? ●

Ethel Marliss is a well-known Canadian commentator who may be heard daily on CBC. She is a charter member of the Women's Regional Advisory Committee to Wartime Prices Board and the Consumers' Association of Canada. Among the many executive positions she has held, is the national vice-presidency of CAC and the chairmanship of the *ad hoc* committee to plan a nation-wide program on the Use and Abuse of Drugs. In 1979, the Alberta Home Economics Association recognized Mrs. Marliss' many accomplishments and her contribution in the area of consumer education by awarding her an honorary membership in AHEA.



The Conserver Society: A Blueprint for Optimum Resource Management?

Kimon Valaskakis
Director, GAMMA Group

The Conserver Society is not yet, a clear, well-defined reality but, since the expression was first coined in Ottawa, around 1974, considerable progress has been made both in definition and in realization. The idea of The Conserver Society was initially a rough synthesis of many diverse notions floating around since the sixties — environmental concern, preservation of the species, fear of pollution, awareness of the limit to economic and industrial growth, increasing oil prices, interpersonal alienation, and urban sprawl. The various problems, it was realized, were intimately interconnected; their solutions necessarily likewise.

In 1974, the Montreal-based GAMMA Group, a think-tank of the University of Montreal and McGill University was commissioned by the Federal Government to define alternative conserver societies which could each make a concerted attack on these problems. A collective effort involving 13 federal government departments and 15 researchers from disciplines (normally as mutually remote as philosophy and agriculture) produced the four-volumes GAMMA Report entitled *The Selective Conserver Society*. The research attempted to be transdisciplinary and to use some of the new future studies techniques, such as the Delphi, the cross-impact matrix and trend evaluation.

Since dissemination of results was considered as important as the results themselves, a multi-pronged publication strategy was chosen. The final report was not simply filed away. After presentation to the government in 1976, many hundreds of copies were sold — mainly to individuals and groups already actively interested in the subject matter. The idea within the GAMMA Group, however, was to aim at a more generalized awareness, to inform the public at large, of the present situation and of the options for the future. Lectures, seminars, conferences, workshops were held across the country; film, television and radio appearances helped the dissemination drive over the final years of the seventies. A popular book, called *The Conserver Society: A Workable Alternative for the Future*, written by four of the researchers on the original project and combining the modes of serious exposition with comic caricature, was published in 1979.[1]

Those efforts, combined with many others such as *The Limits to Growth* study, E.F. Schumacher's *Small is Beautiful*, generated and responded to a growing public awareness. It is this popularization movement which has prevented the notion of the Conserver Society from being buried like so many other ideas in academic and bureaucratic filing cabinets. The results, happily, have been a carry-over from theory into action, at least to a certain extent.

The Federal Government has not only enacted legislation favouring industries which utilize recycling and rewarding householders for home insulation, it has also published useful pamphlets describing ways of reducing and recycling garbage and of saving energy; the development of technologies using *softer* forms of energy — solar and wind power, for example, is being encouraged at both the federal and provincial levels. Municipal and neighbourhood recycling plants for used newspapers and bottles have been set-up. Many citizens' groups concerned with the rescue of the beleaguered environment and endangered species are thriving. The entrepreneurs have also responded most notably with the introduction of organic foods and *no-name*

Dr. Kimon Valaskakis is professor of Economics at the University of Montreal and founding director of the GAMMA think-tank, sponsored by the University of Montreal and McGill University, which specializes in long-term forecasting and planning — or what is commonly known as future studies.

Educated in Britain and France, where he obtained a French Law degree and was a member of Lincoln's Inn, London, Dr. Valaskakis then went on to Cornell University and completed his Ph.D in Economics in 1966. He has taught at Cornell, Sir Geroge Williams, The University of Paris and the University of Nice in addition to his present position as professeur-titulaire at the University of Montreal.

He has held various consultantships for CIDA, the Economic Council of Canada, the Science Council of Canada, MIT, the United-Nations and various provincial governments in Canada. In addition, he has held fellowships from the Canada Council and the Donner Foundation.

He is the author of four books and 30 scientific papers. His recent books are *The Conserver Society*, published in 1979 by Harper and Row in New York and *Le Québec et son Destin Intenational: Les enjeux Géopolitiques*, forthcoming in February 1980 at the Editions Quinze.

[1] Valaskakis, K., Sindell, P.S., Smith, J.G., & Fitzpatrick-Martin, I., *The Conserver Society: A Workable Alternative for the Future* Haper & Row, 1979.

generic household products which minimize advertizing and expensive packaging, but also in mining the potential of second-hand goods, particularly books and clothing. This institutional action is being matched by individual action as more and more people turn to using smaller cars, jogging, cycling, cross-country skiing, better nutrition and reduced or eliminated smoking, thus conserving their health and strength.

If anything, action in the U.S. and in Western Europe has been stronger and more definitive, but before we jump to the conclusion that this is yet another example of Canadian ideas being exported raw and adapted elsewhere, we should consider that these countries are relatively harder pressed by resource depletion and rising oil prices. Canada has the advantage of having time, before the Conserver Society becomes necessary, to consider and even try-out its options.

The situation in Canada, therefore, is not a desperate one but there is no room for complacency. The Conserver Society movement still exists on the fringe of the mass-consumption society where psychologically, we still live.

What kind of individual lives in a mass-consumption society? Firstly, by definition, he or she is a consumer of material goods. This means that a person's worth tends to be measured by the amount and value of material possessions which one can earn, possess, display and waste. The individual will tend to value himself or herself, in the last analysis, by income. As the psychologist W.L. Gardiner pointed out, the often asked question "What do you do?" is the polite way of finding out how much you earn and usually means "How much are you worth?"[2]

Prestige is accorded, not for integrity, humility, honor, intelligence, courage and other traditionally valuable qualities, but instead for earning power. Earning power, of course, is spending power. The person who possesses an abundance of it can overheat the home, use gasoline indiscriminately, discard unwanted goods, overeat (often inappropriate foods), overdrink, and overindulge in general. The over indulgence depletes natural resources and also creates pollution.

There is good evidence to show that, in the process, this super consumer does not even satisfy the basic physiological and psychological needs. The decline in fitness and the increase in disease caused by ingestion of too much of the wrong type of food and by physical inaction have been well-documented. There are also strong indications that, in concentrating on acquiring material goods, the super consumer neglects to satisfy the real and fundamental needs, for example, belonging, as in the traditional family structure. We have, then, an individual whose *standard of living* may be high but whose life is unsatisfactory.

If we add to that the dangers of running out of the non-renewable resources (and of over-polluting the renewable resources) which support this way of life, there seems a good case for at least considering conscious and deliberate change.

As soon as we confront the question of how to make our society more conservationist, we face the undeniable truth that values do not change overnight. As consumers, the rich would put a very high price on sacrificing the comfort, convenience and variety which they presently enjoy and perhaps the less affluent would be unwilling to give up striving for that ideal. We are almost locked-in to a system where a powerful demand for more and more consumer goods requires high employment, which demands, in turn, high productivity, high sales, and powerful advertising. Commercial control of mass-media reinforces and even creates the demand for an ever-increasing variety of goods — and so on, in a vicious circle. This circular process can be influenced most effectively by individual consumers.

Some *consumers,* of course, are barely surviving; the more affluent ones may be unimpressed by arguments about the unhealthy nature of our present way of life and even by threats of energy shortage. Others may be impressed but be unwilling or unable to change fundamentally. Still others will take a positive attitude and be ready to embrace a new way of life founded on low material satisfactions.

How are we to accommodate the broad spectrum of attitudes, opinions, beliefs, held in an individualistic society such as ours and, at the same time, effect a substantial reduction in waste? GAMMA has proposed three broad and progressive options to be adopted selectively according to circumstances and the wishes of the individuals involved.

Conserver Society One

CS_1 — Doing more with less: This first scenario stresses maximum efficiency and has as its underlying theme the elimination, or at least substantial reduction, of waste. It does not involve a fundamental change in existing values since it is compatible with the *traditional* increase in material standard of living and also with carefully selected, ecologically-englightened, economic and industrial growth. It *does* imply an alteration of behaviour based on a revitalization of values historically strong in Canada but recently ignored. The old-fashioned prudence which came originally from resource-poor Europe has been forgotten rather than consciously rejected. We have, then, a picture of a dynamic, growth-oriented conserver society where nobody suffers but everybody participates, in a positive fashion, in improving the quality of life — essentially by reduction of waste. The following are specific strategies aimed at achieving CS_1.

- **Renting:** In our present society we retain ownership of a whole multitude of goods which are only rarely used. The more goods we accumulate the less time is devoted to the actual use of any one. Watching a new color television set takes time from playing the quadrophonic stereo which, in turn, takes time from driving the car. The summer house is empty in winter, the winter chalet empty in summer. At any given moment there is a plethora of goods which are jealously guarded but which lie idle. Thus, new consumer goods are continuously produced and even extravagantly over-produced.

Why not *rent* those consumer goods which are only rarely used? By renting, we could approach a situation of load-equalization. There would be almost no

"The Conserver Society movement still exists on the fringe of the mass-consumption society where psychologically, we still live."

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[2] See GAMMA report on the Conserver Society, Vol. iv., Values and the Conserver Society: W.L. Gardiner, "The Consumer and the Conserver".

idle-time, especially if the rental-periods were planned to allow a very large number of people to use a limited number of goods. This would truly be *doing more with less*!

A rental system has a dual conservationist effect. Firstly, in using our resources more rationally we reduce the demand for new production. We therefore conserve resources. Secondly, an article which is produced for renting is constructed for durability; a telephone-receiver is a good example. In contrast, cars, which are made to be sold, self-destruct within five years, thus stimulating new demand and production.

"Taken together, the rental society and the reorganization of time open the way to conservation without tears."

A rental scheme can take one of the following forms: a corporate variant, which would imply the multiplication of such companies as Hertz and Avis, for example; a co-operative variant, such as a condominium; and a collectivist (or statist) variant. The choice among them would be dictated by considerations of efficiency and ideology.

- **Management of Time:** Many North American cities spend millions on the construction of highways. Often their traffic problems exists only at rush hours. Rather than build roads to meet the demand of peak loads, why not manage time in a more rational way to avoid creating peak loads? The concept of flexi-time, if generalized sufficiently, could save an immense amount of materials and energy. We could *do more with less* without reducing our standard of living. Taken together, the rental society and the reorganization of time open the way to conservation without tears.
- **RICH (Reform of Innefficient Consumption Habits):** By changing certain consumption practices which do not contribute greatly to our well-being, but which are tremendously wasteful, we can achieve an even more powerful conservationist effect. Examples include: turning off lights in empty rooms; driving in such a way as to save gas; insulating houses to reduce energy consumption; and discouraging over-packaging, especially the type which uses non-recyclable materials.
- **Conserve Technology:** The technological aspects of an anti-waste society are of paramount importance. Among other things, we must create the capability to: make products which are recyclable; substitute, for fossil fuels, energy sources which are more abundant and renewable (solar energy, tidal-power, etc); and clear-up pollution.
- **Full Cost Pricing:** There are many hidden costs which are not included in the purchase price of goods. Among others, these are the costs of cleaning-up pollution, pollution prevention, and the premature depletion of non-renewable resources. The fact that these costs are not accounted for creates the illusion of abundance — energy being over-sold because part of its actual cost is not charged to the user. Full cost pricing (to include hidden costs) would help to discourage pollution and make recycling industries profitable — which presently, of course, they are not.
- **The Optimum-Mix Economy:** The public and private sectors would have to cooperate in this drive against waste. The market, alone, is not capable of efficiently conserving our resources. It must be recognized, also, that government is a source of considerable waste. Only a quadripartite collaboration of Government / Privaté Corporations / Labour / Citizens can manage the problem.

Conserver Society Two

CS_2 — Doing the same with less: This second scenario includes all the recommendations of CS_1 but also implies a *levelling-off,* at some acceptable point, of growth in population, industry and also in the creation of artificial needs. Mass-media advertizing would be limited to information giving or would be counterbalanced by *anti-commercials* discouraging needless purchase of goods. CS_2 is a *stable state* whose underlying theme is that there is an optimum population and an optimum level of material consumption appropriate to a society in a particular ecological setting.

Conserver Society Three

CS_3 — Doing less with less: This third scenario would include all the recommendations of CS_2 (and, therefore, CS_1) but would also imply a change in basic values. It would mean a rejection of the *more, further, quicker, richer* idea of progress and, appropriately, would involve a program of deurbanization, deindustrialization and decentralization. It is referred to as *the Buddhist scenario* because of its emphasis on a change to low-material pursuits such as meditation, participation in artistic projects, crafts, to name a few examples. CS_3 would be the appropriate option for those of us who feel that we have already progressed too far in economic, industrial and urban growth and that what is needed is not simply the levelling-off at this or a higher point but instead a reversal of these growth-paths. In other words, in CS_3 there would not be merely zero-growth in artificial needs, in industry and in the size of cities but negative growth of these aspects of societal life. We would do "less with less", that is, there would be lower *throughput* of materials and energy; correspondingly, there would be more scope for intellectual, emotional and spiritual development. CS_3 in brief, represents a society designed to foster an harmonious relationship between a human community and its environment; where production as much as consumption is directed towards the satisfaction of real physiological and psychological needs.

Doing more with less.
Doing the same with less.
Doing less with less.

Anti-conserver Scenarios

In order not to prejudice the case too strongly in favour of conservation, two anti-conserver scenarios were also outlined — a continuation of the status-quo (CS_0) and an intensification of the status-quo, or a *squander society* (CS minus one).

CS_0 is a prolongation of the status-quo. Its main idea can be expressed as *doing more with more* or, in other words, a perpetual growth in consumption. It would mean continued growth of gadgetry like neon signs, electric toothbrushes, backscratchers and new products that are for the most part useless. It would mean the proliferation of emulsifying creams, foot deodorants, yabadaba-dou, etc., etc., . . . a whole universe of depressing and alienating devices, a cultural and intellectual poverty.

CS_{-1} represents an anti-conservationist society where squandering resources is encouraged under the pretext that it "creates em-

(Continued on page 160)

Iris Fitzpatrick-Martin

George '80
Cassady

The Role of Women in the Conserver Society:

A Look at One Scenario

Résumé

Cet article traite la situation actuelle, au Canada et dans les nations occidentales, en ce qui concerne la souhaitabilité d'adopter volontairement l'une ou l'autre des plusieurs versions possibles de la société de conservation. Les developpements des vingt dernieres années dans le marché du travail ainsi que les aspects essentiels du travail domestique sont decrits. L'equilibre fragile des influences agissant sur une femme d'aujourdui peut etre changé par l'adoption de conservation. L'article examine une version extreme, la société frugale, dans le but d'etudier les tendances lourdes concernant le role de la femme (ou l'homme) de menage, dans une société de conservation de ce genre.

The advent of the Conserver Society is, naturally enough, viewed with some trepidation. Nobody in comfortable affluent North America can anticipate making sacrifices without questioning whether such a change is necessary and, if so, how well we will adapt to it. The feeling is not unlike the one a child has a few days before Ash Wednesday when she wonders if she must give-up candies for Lent. If the lenten simile was a hard one (for the writer) to find and is soft in its impact for the reader, that is an indication of how much out of practice we are at renunciation. Acquisition, accumulation has been our preoccupation.

A healthy change during the past ten years or so is the movement away from the passive receptor mode of satisfying needs and towards a more active, sometimes difficult, pursuit of longer-term life enhancement. Jogging, exercise, the reduction in cigarette smoking, attempts at better nutrition, fuel conservation are all examples of the new approach to need-satisfaction whereby the individual puts in extra effort or gives-up something for the benefits expected, without being obliged to by lack of resources or external compulsion. Gas rationing and driving restrictions, when they have been imposed in the U.S. and in Western Europe, have mainly been crisis aversion attempts largely viewed as mere interruptions in the normal way of life. By far the smoothest changeover to conservationist behaviour takes place where it is regarded as a free and rational choice. Frugality is now a fad in California, according to a recent newspaper report which points out that the movement towards "voluntary simplicity" shown, for example, in neighbourhood recycling projects is "particularly well-tailored for the hard realities of the coming energy crisis." The idea would seem to be to choose conservation voluntarily since, otherwise we will have it all the sooner, involuntarily. We have followed the Eastern United States, itself trailing behind California, into more lunatic and less imaginative notions than that. Frugality may indeed be fun but whatever our attitude to that proposition, rising oil prices and, eventually, resource depletion will force substantial adjustments in consumption practices.

Canada, of course, is somewhat better-off than most Western nations in having a fairly comfortable population-resources balance (or imbalance). Interdependence with some very hard pressed nations, however, means that Canada cannot be considered separate and exempt. What the relative abundance can do is allow leeway for

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choice of approach to conservation before a crisis stage is reached, an advantage especially important to those groups within our society more liable to do any suffering and sacrificing involved.

Perhaps the most legitimate objection to any form of conservation is the one raised by socialist thinkers; they argue, quite reasonably, that it is the underpriviledged who will suffer most and benefit least from any plan which implies reduced production and consumption because it is only continuing growth which will allow them to reach an acceptable standard of living.

Now, how do women fit into the picture? Women do not, of course, comprise an underpriviledged group as such. Whenever we talk about "the woman's point of view", "the woman's role", we should keep in mind that women vary in their income levels, cultural background, education and opportunities as much as men do: the implications of adopting conservation are not the same for the thirty dollar a day cleaning woman as for the thirty thousand a year professional. It would be true, however, to say that, whichever socio-economic group is considered, the average woman within that group is disadvantaged in comparison with the average man.

Most Canadian women are involved in an outward and upward struggle: many are already working outside the home and coping with prejudice and less-than-equal remuneration; others are trying to get into suitable occupations; the remainder are working exclusively within the home and are wrestling with the subtle problems of lack of self-actualization. The Labour Force Participation Rates indicate that the percentage of women of all ages in the job market has more than doubled over the past 20 years. That means that about half the women working outside the home are in jobs which either have traditionally been done by men or have been created by a change in the configuration of the national economy. The "men's jobs" now taken over to some extent by women are in business and government administration, supervisory clerical, assembly line work and, to a lesser extent, the professions. The newly created jobs are almost exclusively in the information-intensive services sector and are associated with the increasing importance of communications and computer technology in the Canadian economy. The traditional non-domestic women's jobs, secretarial, store-clerking and, temporarily on account of the baby boom, schoolteaching, have also increased during the past two decades. The result has been a strong "pull" into the labour market, acting in concert with the "push" factors: improved education, increasing cost of living, smaller families: to encourage women to abandon housework.

If we look closely at the nature of housework we can divide it roughly into three categories: shifting dirt, producing meals and maintaining order. The first might seem too baldly expressed but shifting dirt is what, in fact, we are doing when we vacuum carpets, dust furniture, wash walls, do laundry or dishes, change a baby's diapers or put out garbage. Producing meals, in its essence, really reduces to transporting and mixing ingredients and sometimes softening them by the application of energy, usually heat, in order to make them more palatable. Maintaining order in a household is essentially reshaping or moving things (bedclothes, garments, books, papers, cushions, bottles, etc.) from one place back to the "proper" place where they are more convenient or aesthetically pleasing.

The idea here is not to prepare a list of complaints, nor certainly, to denigrate the work involved: after all, even the most esoteric of intellectual tasks requires clearing away unwanted material, application of mental energy and rearrangement of ideas. The purpose of reducing housework to its essentials is to separate it from its good and bad myths so that we can rationalize it in preparation for thinking about domestic conservation.

Rearing children, of course, is something else. Offering care and comfort to children, the weak, the sick and the elderly is, however, so inextricably bound-up, at least in our culture, with housework that it is almost impossible to separate them either functionally or psychologically.

As long as one person, expecting no remuneration beyond food and board, stayed at home all day every day, available for all eventualities, planning was relatively simple and perhaps was even non-existent: Mother simply did everything more or less well, no matter how arduous or time-consuming it was. The work was never done and was noticed only when it wasn't done. Housework, surely a productive occupation, is not included in the country's G.N.P. because it does not constitute paid employment. As women enter the job market, housework and child-care become fragmented and "home economics" becomes complex and demanding. It is interesting to note that the word "home" is redundant, here since the Greek derivation of "economics", oikos nomos, in fact means "home management". With the housework divided among several agents, the woman, the man, the grown children, the cleaning woman, the dishwasher, the television set, the dry cleaner and the fast food restaurant, all offering variable ability and availability and different prices for their time, the problem is no longer simple. Coordination, budgeting, timing and refinement of the work becomes difficult. These four activities which seem, to the layperson at least, to be the essence of *home economics* represent a burden, perhaps heavier than actual housework, for the career woman who, no matter how hard she works in an outside job, is usually seen as having final, overall responsibility for being the *homemaker*. She is stuck with the image.

The latter is what might be called "the threshold problem", something which always bedevils pioneers whether they try to step across color bars, geographical boundaries or socio-economic barriers. Further, it does not really matter if one is in the vanguard or not: identifying as one of a group in the process of crossing a difficult threshold automatically causes conflict. Even the most traditional woman who has opted for staying at home and taking care of her five? ten? children is affected. Being fulfilled in the wife and mother roles, giving and sustaining life, she wonders about her potential in so-called more creative, social or intellectual pursuits where she sees other women succeeding. The completely free, "liberated" women wonders if she will regret not having had children when she is no longer able to. In life as in physics, the usual consequence of being pulled in opposite directions at the same time is to be somewhere in the middle. That is where most Canadian women find themselves, at least psychologically, in uneasy equilibrium.

Any major change in the way a society makes its living will put pressure on that equilibrium. The Conserver Society, according to the particular form it takes, represents different threats and opportunities: it depends on taking the initiative. If we envision a rather extreme version of conservation perhaps we can begin to speculate on the positive and negative implications for Canadian women.

The Frugal Society: This scenario is very similar to GAMMA's Conserver Society Three, CS3[1], and draws inspiration from the *intermediate technology* and *voluntary simplicity* movements. In such a scenario there would be deindustrialization, decentralization and negative growth in artificial needs. Concentration would be transferred from large-scale industrial enterprises to smaller-scale projects which encourage the development of creative and spiritual faculties in the individual. E.F. Schumacher's expression "small is beautiful" would be the watchword. We could expect a tendency towards energy self-sufficiency within the home, implying the use of solar and wind power, recycling of household waste and careful attention to durability and quality in consumer goods.

Since, in this scenario, there would be at least a shift and possibly a reduction in jobs available outside the home, both the recent "pull" and "push" factors encouraging women into the labour market could be reversed. Certainly, there would be more work to be done at home: a reduction of non-human energy used to accomplish house cleaning, laundry, and cooking implies an increased application of human energy. The use of softer forms of energy demands considerably more attention, at least in the initial stages of innovation, to heating and lighting than simply switching on lights or turning up a thermostat. Recycling, innocuous as it sounds and rational as it undoubtedly is, involves sorting garbage, repairing furniture, resewing clothes. Striding out briskly to walk to the stores instead of cosying into the second car is wise and invigorating but does take longer. Preparing non-preprepared foods, growing vegetables, bottling, and preserving take time, patience and skill.

There is, however, a positive side to the Frugal Society picture. Self-sufficiency suggests that the presently dispersed system of inter-related activities would shrink back into the compact central functioning unit of the home. There would perhaps even be a revival of the early nineteenth century style of cottage industry producing clothing, carpets and crockery. To compensate for the loss of economies of the scale presently achieved in large operations, the efficiency of the compact domestic unit would have to be improved and waste reduced. Housework would become a higher prestige occupation and home economics an exact and meticulously applied science.

Being a homemaker would indeed offer considerable scope for intellectual and creative development, if only on account of increased control over the manufacture of goods. In clothing, for example, the trend, appropriate to concern for durability and quality, would be away from disposability and fast-changing fashions and towards individuality, even eccentricity. Instead of demonstrating an anxiety to conform — to the fickle notions of the designers and the profit-maximizing desires of the clothing companies — dress would express individual personality and taste. I, for one, if choosing three dresses to last ten years rather than ten to last three, will be more careful to get something I like.

The Frugal Society also looks like rather a healthy option. Decentralization implies shorter transport hauls for food and therefore decreased use of preservatives and artificial coloring. Since agriculture would be smaller in scale, more discriminate application of insecticides would be possible so that while variety might suffer, consumers would have more control over the quality of their food.

"Voluntary Simplicity", since it implies having fewer personal possessions, would reduce the complexity of households and therefore the scope for sheer untidiness; pollution presently emitted from giant industrial plants would decrease. Since the maintenance and dirt-shifting aspects of housework would lessen, the human energy released could be devoted to genuinely productive and satisfying tasks.

It should also be noted that while the notion of the Frugal Society may evoke a vision of a cottage, sparsely furnished except for the ever-turning loom, we need not also see ten "little ones" clinging to the homemaker's apron strings. In accordance with the environmental and human concerns which underly it, the scenario does not necessarily imply population growth: if, given labour-intensive technology, additional human energy were needed we could rely on immigration from presently over-populated countries.

All in all, the Frugal Society, although requiring a substantial adjustment in attitudes and values, should not be summarily rejected. The role of the homemaker within such a scenario looks more demanding but also considerably more interesting, prestigious and intrinsically rewarding than at present. Many questions, of course, remain: who will play the homemaker's role; would wages for housework be paid in such a society; can an acceptable standard of living be achieved with decentralization; what educational efforts must be made in preparation: how will the changing age-structure of the society affect the desirability of such an option; will the ever-increasing gap in life-expectancy between men and women make a difference. Women, being on the threshold and thus subject to being pushed and pulled back inside the home, should consider these issues carefully before choosing such a scenario or having it chosen for them.

Of course, there is a wide range of Conserver Society scenarios which should be examined in a similar fashion in order to focus on their implications for women. Climate, topography, economic conditions, cultural background and that imponderable, individual taste, demand different styles and degrees of conservation, and in some cases, none at all. The extreme version of the Frugal Society is used in this article to help illustrate the trends which could be expected even within more moderate scenarios of the same type. ●

WORLD HEALTH ORGANIZATION FELLOWSHIPS: The Department of National Health and Welfare, on behalf of the World Health Organization (WHO), are holding the annual competition for fellowships for Canadian citizens wishing to study abroad for two or three months.

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WHO Fellowships, Intergovernmental and International Affairs Branch, Department of National Health and Welfare, Brooke Claxton Building, Tunney's pasture, Ottawa, Ontario K1A 0K9.

The Employed Homemaker: Problems of Time Management

Theresa M. Smith

It seems appropriate at a time when more and more women are choosing employment to encourage families to examine the employment cost-benefit ratio for the mother of the family, to look closely at the stages in the family cycle when benefits can outweigh costs and to consciously decide what each member of the family is willing to pay in time to reach the goals that they have. Walker (1973, p. 11)

Abstract

Numbers of gainfully employed homemakers have continued to increase, in many cases, because of necessity. In today's complicated market place, decisions regarding the use of all resources have far-reaching results. If resource utilization is to contribute to the enhancement of the quality of life, effective management techniques must be understood and applied at the family level. Time is considered to be a central, integrative resource, interrelated with all other resources. This article briefly examines the nature of time and some of the constraints that today's employed homemakers encounter in managing time effectively. The suggested role of home economists is also presented.

Résumé

Le nombre de ménagères employées en dehors de la maison ne cesse d'augmenter on n'a souvent pas de choix. Sur le marché compliqué d'aujourd'hui, l'envergure de toute décision ayant trait à l'utilisation des ressources est très vaste. Si cette utilisation va effectivement embillir la qualité de la vie, des techniques efficaces de gestion doivent être assimilées et appliquées au niveau de la famille. On admet généralement que le temps représente une ressource essentielle, intégrée et reliée à toutes les autres ressources.

Cet article a pour but d'analyser la nature du temps ainsi que d'autres contraintes que la ménagère employée doit affronter en ménageant son temps avec efficacité. Certaines suggestions relatives au rôle de l'économiste domestique sont également présentées.

Walker's statement, appropriate in the seventies is equally, if not more relevant in the eighties. As home economists, with a mandate of concern for human welfare, have we taken time to carefully consider the issues relating to the employed homemaker and the use of temporal resources?

Who are the employed homemakers? Do they really have a choice concerning gainful employment in an age of spiraling inflation? How are they coping with management of dual responsibilities? Are they managing with effective use of time? What constraints appear to be most influential? How can we assist? Have we supported social and legal efforts to normalize the pattern of the employed homemaker?

Who Are the Employed Homemakers?

The number of gainfully employed homemakers has continued to increase and for varied reasons. According to Townson and Stapenhurst (1979, p. 59) "close to 48% of all Canadian women were part of the paid labor force in 1978, but most of them were not in a position to choose whether or not they wanted to work." Included were single, self-supporting women, mothers who were sole supporters of families as well as mothers whose financial contribution was considered an essential supplement in order to maintain or achieve economic stability. Statistics Canada (71-522, 1974) reported that "in 1941 only 10% of the Canadian female labor force consisted of married women, whereas in 1970 the proportion of married women was over 56%". In 1976, the figure had risen to 62.3% (Statistics Canada, 98-801, 1979).

Dual responsibility for care of home and family in addition to outside employment is not a choice; it is a necessity for many Canadian families. Of approximately five and three-quarter million families in Canada, the 1976 Census reported 559,330 single-parent families (Statistics Canada 98-801, 1979). According to Monique Begin, former Federal Minister of Health and

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Welfare, Canada has 600,000 "working poor" families. *The Fifth Annual Review of the Economic Council of Canada* (1968, p. 113) indicated that three-quarters of all poor families have one or more wage earners. It is important to consider that many homemakers have assumed dual responsibility for economic reasons.

A few homemakers are, however, employed by choice. An increase in educational achievement, accompanied by a desire for personal growth, as well as changing attitudes and changing lifestyles have contributed to propel homemakers towards the labor force. An increase in the divorce rate, a desire to increase the standard of living, increased concern for future financial stability, an increase in life expectancy, changing family roles and a striving for equal opportunity in the labor force are among factors which have encouraged homemakers to choose employment outside the home.

For whatever the reasons, the majority of working families are either dual-worker families or families supported by a single parent. Many of them are poor and many of them are lacking in education, skills and other resources.

The Importance of Management

Throughout history, management of family resources has been an important issue. Reasons for the importance of management have continued to change over the years. According to Gross, Crandall, and Knoll (1973), in earlier days, management was important because of a scarcity of resources and because of a lack of technical knowledge of resource production. Today, we haved progressed beyond expectations in technological know-how. We have learned how to produce a wide variety of consumer goods and services. We have also begun to realize that technical knowledge has not always been used wisely, and that many resources are not only scarce but are also non-renewable.

The available resources must be selected, adapted, substituted, used and conserved while monitoring the entire system to assure that goals are achieved and that each family member has an opportunity for maximum personal growth and development. The management of household and family responsibilities while coping with the stress and problems related to home as well as employment, requires incorporation of the classic principles of management. Schultz (1973, p. 83) suggested that the household be treated as a "complex economic enterprise requiring both management and entrepreneurship."

The need for application of effective management techniques has probably reached a level far beyond that predicted by the home economists who pioneered home management concepts at the turn of the century. Temporal resources have always been one of the homemaker's most precious assets. The nebulous nature of time has been studied by many authorities over the decades. The importance of time management in running the home was supported by Margaret Reid who maintained in 1934 that each consumer item had two prices: the dollar price and the time price of obtaining, processing and consuming the item. John Fisher questioned the wasting of resources in order to save time in the following statement:

> The average North American housewife unrolls yards of expensive aluminum foil to roast her beef or cook her turkey, in the comforting belief that the time saved in not having to clean the oven is more important than the cost of the foil. She will go through several rolls of colored and patterned paper towelling rather than mop up with the utilitarian rag. (Fisher, 1968, pp. 16-17)

The concerns of the eighties have become much more complicated. The cost of the foil and other non-biodegradable resources is one issue; the ecological influences of their use is a complicating issue which must be dealt with.

The Nature of Time

Time is unique in that it is the one resource which is available in the same quantity for each individual: 24 hours per day. Time is very easily measured, yet it is intangible and it is one of the most difficult resources to manage. Among the reasons for difficulty in time management are firstly, that time cannot be stored as can resources such as knowledge, skills and money. Secondly, time is a central integrative resource; the use of time is interrelated with other resources. For example, when a family uses money, time is also being used. The management of time is also interrelated with other people. The synchronizing of the use of time by various family members within the family and with individuals outside the family requires an understanding of both people and time. Thirdly, different cultures and individuals have different perceptions of, and orientations to, time and how it should be used. According to Fraisse (1963, p. 291), time has "strong though subtle domination over us through the rhythms of the body and of the earth and through changes within us fashioned by the rhythms of society". Furthermore, Gross et al. (1973) proposed that the rhythms of the body or the diurnal rhythms appear to affect patterns of alertness throughout the day and therefore have a bearing on the use of time.

What Constraints Accompany Dual Responsibility?

Today's employed homemaker encounters a number of constraints which influence effective use of temporal resources. Among common constraints is the tendency for families today to be isolated from the extended family of close relatives. Increased mobility and independence of younger generations have led to a small nuclear family unit consisting of husband and/or wife with dependent children. Built-in assistance is not usually readily available to accommodate needs of the employed homemaker.

A second constraint is related to the first and it has to do with lack of adequate and affordable child care facilities. Our nation has supported social changes which have produced a need for day care, yet we have not supported provisions for it. The welfare of young children of working parents is often questionable (Health and Welfare Canada, 1978).

When a wife and mother takes on a portion of the economic responsibility of the family by going back to paid employment, there is often little change in expectations, so she continues as full time cook, cleaner, child attendant and amateur psychologist.

Thirdly, the traditional roles of husband as breadwinner and wife as homemaker appear to prevail in cases where both husband and wife are employed outside the home. According to Proulx (1978, p. 78), "women still have the primary responsibility for household and family activities". Time studies performed by Walker (1970) have indicated that husbands did not appreciably increase their contribution to household work when wives were employed. Pearson (1979, p. 55) also stated "when a wife and mother takes on a portion of the economic responsibility of the family by going back to paid employment, there is often little change in expectations, so she continues as full time cook, cleaner, child attendant and amateur psychologist. Essentially, seeking paid employment means taking on a second job".

Results of research from the Cornell Studies on Household Time Use have indicated that "contrary to the opinion of many, average time used by wives for household work has not been drastically reduced because of technological developments in automatic equipment."

A fourth constraint is also directly related to the use of time. In spite of advances in technology, household work requires as much time now as it did 40 years ago. Results of research from the Cornell Studies on *Household Time Use* have indicated that "contrary to the opinion of many, average time used by wives for household work has not been drastically reduced because of technological developments in automatic equipment . . . Much of the work of the family cannot be automated." Walker and Woods (1976, p. 32). This opinion is also supported by Nickell, Rice and Tucker who stated (1976, p. 223-224) that "as people purchase more goods and larger houses, the time needed to purchase, prepare for use, clean, and maintain these items also tends to increase. As household work is made easier through technology, people may also do the cleaning and laundry more frequently. New tasks such as chauffering children to and from school and leisure activities have also been added to household work during these 40 years". Oppenheim (1976, p. 86) also reminded us that "shopping has become more complex. With the increasing number of products on the market, and variations of foods and other goods, it takes more time to shop wisely". It is not uncommon for an employed mother with young children to add a minimum of 21 hours per week of housework to a full-time employment schedule, according to Proulx (1978, p. 34).

"It is not uncommon for an employed mother with young children to add a minimum of 21 hours per week of housework to a full-time employment schedule."

A fifth constraint faced by employed homemakers is related to the work world with its traditional, inflexible model including continuous service, approximately 48 weeks per year, 40 hours per week, 8 hours per day. According to Hedges and Barnett (1972, p. 12), the labor-force work model does "not easily accommodate to family responsibilities". For example, part-time work may not lead to promotions; family emergencies are not always acceptable reasons for missing work, even without pay. Inability to synchronize work breaks and vacations with school hours is a common problem, not to mention the meshing of public transportation schedules with those of either school or work. In effect, the inflexibility of certain time demands both within the home environment and across the interfaces of external environments creates constraints which require careful management.

A sixth constraint, although related to all the others, deserves a separate category. It has to do with the physical and emotional overloading often experienced by working homemakers. Pearson (1979, p. 55) noted that "it is not surprising that chronic fatigue is often a problem of working mothers". Lakein (1973, pp. 54-55) maintained that the homemaker is running a tough business and the problem of finding leisure time is particularly acute." [Family] demands go on 24 hours a day . . . interruptions tend to be traumatic . . . deadlines are unyielding". Also, working mothers often contribute extra energies to their paying jobs to help counteract the sometimes "conservative climate of opinion on women in the labor force" (Pearson, 1979, p. 55). This opinion was shared by Rapoport, Rapoport and Bumstead (1978, p. 14) who stated "some women seek to prove themselves competent workers by not admitting when they are fatigued, or by overcompensating to prove that they can do it." Particularly if the homemaker's income is necessary for financial stability, such emotional implications may interfere with effectiveness both at home and at work on the job.

"The homemaker is running a tough business and the problem of finding leisure time is particularly acute."

How Can We Assist?

Because of the nature of time, its management is not a simple task. Time is a key resource, interwoven with all other resources. One's use of time is influenced by other resources and the use of other resources is influenced by how one uses time. There is no one formula to be applied in order to manage time effectively.

The most likely means to assure that homemakers are equipped to cope in a time-conscious world is through education. Educational programs are necessary for present and future homemakers. Males should be encouraged to participate in child development and family living programs to facilitate a better understanding of the role expectations involved. As suggested by Hedges and Barnett (1972, p. 13), "a more egalitarian family style, one in which the careers of husband and wife are equally important and the burdens of household tasks and child care are equally shared, has been pointed out as a way to enable more women to cope with responsibilities at home and on the job".

"The labor-force work model does not easily accommodate to family responsibilities."

Educational goals should include development of understanding of self and others, understanding of the principles of management and how to apply these principles to the effective use of time in daily living. For example, skills can be acquired in goal setting, determining priorities, working with others, planning realistically, organizing, evaluating, dealing with procrastination, interruptions and emergencies.

Home economics educators should also strive to improve relevant societal constraints such as day care facilities, patterns of work and work schedules as well as availability and acceptability of educational programs to improve management skills.

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Rationality and Impulsivity in Consumer Choices

France Dufour Shakrani

Whether we perceive consumers as gullible or reasonably competent human beings will be of great importance in the way we develop educational programs and enact consumer laws. How can we define rationality? For the "man on the street" or for the "well-to-do", judging the behavior of the welfare recipient's rationality is often difficult. That consumer may seem irrational if he or she behaves differently than *we* would do in the same circumstances; but is strange, unusual, or different behavior really irrational?

For the philosopher or moralist, mankind asserts itself when reason and logic are used. Mankind abases and lowers itself by letting passions and "motivations" dominate life.

For the economist, rationality is perceived as the maximization of utility or satisfaction derived from the right combination of goods and services. The ranking of priorities according to consumer's own tastes and preferences is central to the economist definition of rationality.

Since only the individual knows those preferences, how is it possible to say, judging from the outside, that one is irrational if one behaves in a manner that seems to defy logic and common sense? How can we presume to know what is good and rational for any given consumer?

Consumers have too often been characterized as not being very bright creatures, easily manipulated puppets, who seldom use the mental powers they have. We accuse them of buying on impulse, of being forever loyal to a brand, of adopting one supermarket and missing out on specials offered by other stores.

Let us assume these facts are true. What do they prove? It is probably very logical for the consumer to concentrate most food buying in one or two grocery stores: the consumer knows the store layout, and is acquainted with the personnel and the services provided. Discounts offered somewhere else may not be worth the additional time that would be spent for food shopping.

Brand loyalty is another tool used by the consumer to control resources — money, time and energy. A product already known to be satisfactory reduces the element of risk — individual or social — inherent to any consumer choice. Logic may suggest that the consumer try substitutes from time to time, but the key factor here is information. There are costs involved in finding out and, furthermore, misleading advertising often confuses consumers and makes it difficult for them to reach a sound decision.

How de we define impulse buying? The term is used most often with the following connotation: insufficiently controlled by free will. We use it to imply unplanned or random behavior, and we freely confuse impulsivity and irrationality, forgetting in the process that a decision made quickly is not necessarily bad or irrational. Confusing impulsive and irrational is not the only mistake we are guilty of. We also confuse rational and conventional.

Rationality and Conventionality

Norms of one group or one social class often become the criteria used to judge another group's behavior. We already said that the consumer chooses according to personal preferences and tastes. Who are we to judge the rationality of actions if we cannot possibly know the values involved?

What we observe are the sociocultural phenomena already familiar to scientists — conventions, customs, social norms, group pressures—interacting with the individual psyche. In a society culturally homogeneous, there would be no problem. Values, beliefs, and traditions would be shared by almost everyone in the community. Standards would be understood and accepted without question. In a pluralistic society, however, values differ considerably and it becomes common that the standards agreed upon, consciously or not, express the values of a group that is bigger, or more vocal, or more powerful.

Nobody will argue that certain norms or certain restrictions in consumer choices are necessary for the public good, every individual being at the same time consumer and citizen. But when we judge as "rational" or "irrational" purely personal behaviors that do not endanger society, the criteria used are open to question and may vary as much as the individuals passing judgment.

Definition of Consumption

Let us evaluate what we mean by consumption and the act of choice. The first observation we make is that consumption is a social as well as an economic phenomenom and that one individual's consumption is affected by what and how others consume. For ex-

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Education du consommateur, Finances familiales, Comportement du consommateur, Budget alimentaire, et Phénomènes de la consommation.

ample, a person who acts indiscriminately may affect his or her own health but will also influence the financing of health care for the collective; the individual who drives a car while intoxicated jeopardizes other people's lives. We cannot deny this social responsibility, even in our most personal choices.

A second observation is that the attitude of a consumer towards goods or service is influenced by how *significant others* (peers, parents, friends) feel about it. Sociologists explain this as the need for identification and approval experienced by all human beings.

This psychological interdependence varies among consumers: some look for exclusiveness, others for conformity of prestige. With each purchase the consumer is buying more than goods or service. He is buying security, approval, or status. We may not approve of these motives of consumption; we may want to stress the social consequences of such behaviors; we must, nevertheless, admit that the consumer is acting rationally if the satisfaction obtained goes beyond the utilitarian aspect of the product.

Consumption, as practiced today, cannot be defined only by the quantity of goods purchased or by the artificial creation of wants. Consumption is not merely a consequence of affluence; for at all times, individuals have bought, spent, possessed, and enjoyed material goods. Consumption today is a systematic manipulation of symbols. To become an object of consumption, it is necessary that the product becomes a symbol of a certain standing, a certain status, or a certain lifestyle.

Consumers have a tendency to attribute human qualities and imperfections to products and not merely perceive them as physical and material objects. Furthermore, they transfer to owners and users of these products the same qualities and imperfections. The same psychological mechanism accounts for the fact that we project ourselves more easily through some objects than through others.

So, the consumer obtains satisfaction not only from the product itself (functional and utilitarian aspects) but also from the attributes of the product as they are perceived (symbolic aspects). In our affluent society, where goods and services are offered in a variety undreamed of only a few years ago, the main problem of the consumer consists in keeping a cool head in order to select the product best adapted to conflicting needs. We can talk of scarcity of resources, but for many consumers, time is more scarce than money and this fact will influence tremendously the choices made.

Logical in Spite of the System

According to Georges Katona, consumers are logical and rational in the decisions that involve substantial amounts of money. They are also perfectly justified to develop certain habits and rules-of-thumb for products frequently purchased. Nevertheless, there is no denying that some consumers seem to behave contrary to logic or common sense, but is it not often due to the system itself and to the way in which the marketplace is organized?

Economic uncertainty increases the risks attached to any consumer choice: monopolies and oligopolies have reduced competition and altered the laws of supply and demand; products sold are often homogeneous but they are made unique or superior by superficial changes highly praised by a well-orchestrated publicity; advertising presents consumption as a prerequisite for the "good life". Furthermore, advertising emphasizes minor attributes of a product such as odor, color, or youth appeal and such attributes become decision-making criteria for consumers insufficiently or poorly informed.

Consumers must buy so many goods and services and the alternatives offered are so varied that we cannot expect conscious decision-making all the time. That is the reason for unplanned purchases, rules-of-thumb, and brand and store loyalty. These behaviors, far from being irrational, may be just the opposite — a rational reaction to a complex marketplace.

As educators, we have to reevaluate our attitudes. We must develop a better understanding of the consumer environment and enable the consumer to improve decision-making: 1) by helping clarify value systems 2) by encouraging individuals to identify wants, needs and aspirations in relation to personal preferences, resources and priorities, 3) by informing consumers of the alternatives available, and 4) by improving information and making it more available. ●

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A Blueprint

(Continued from page 152)

ployment" and "stimulates the economy" a society which, unfortunately, is not entirely out-of-the-question.

> *In an anti-conservationist society squandering resources is encouraged under the pretext that it creates employment and stimulates the economy.*

Conclusion

The Conserver Society is, in essence, a package of at least three separate blueprints for resource management in an increasingly complex world. They are the proposed counterpoints to the other two scenarios, the status-quo (hap-hazard growth) and the squander society (invoked in order to create artificial jobs in largely artificial sectors). They are located on an ascending conservationist scale with maximum conservation obtained at CS_3. They are also located on another continuum relating to ideology and value-positions. CS_{-1} is closest to our present values and CS_3 furthest.

The bottom-line in this or any other mangement problem is the principal of *selection*-hence our preferred term, the *"Selective Conserver Society."* Selection implies both the choice of a value-system, the choice of a desired level of conservation and finally the choice of what it is exactly we wish to conserve. Here the notion of trade-off is extremely important. Only the most extreme naiveté could lead us to think that everything can be conserved simultaneously. There are always trade-offs. Less energy-consumption often means more liberal use of another resource such as time, for example, taking the bus rather than the plane. The optimum trade-off must depend on a host of considerations some objective and some normative which must, in any case, be explicated. But the three basic principles of "do more with less" "do the same with less" or "do less with less" are, we submit, of infinitely greater value in a resource-scarce world than blind faith in automatic invisible hands. The conserving eighties are upon us and the task of meeting them may both be challenging and pleasant. Far from being a *pie in the sky* the Conserver Society especially CS_1, is an immediately applicable policy option. ●

Expanding Career Opportunities in Housing

Diane Magill and Nancy C. Hook

Increasingly, university graduates face a tight job market where prospective employers expect employees to present themselves with previous work experience. Home economics students are not immune to this dilemma, particularly in regard to private business. As a result, the project "Expanded Career Opportunities: F.E.M." was developed for the purpose of improving communication between business and the Department of Family Studies, Family Economics and Management, University of Manitoba. The overall objectives were to ensure that businesses became aware of the breadth of the Family Economics and Management program and to broaden the access of graduates to the labor market. The Department submitted a proposal for funding to Young Canada Works, Employment and Immigration Canada and the project was underway by April 30, 1979.[1]

Businesses related to the housing industry were considered prime targets for increasing communication networks since the Family Economics and Management program provides course work in housing and flexibility for students to incorporate additional housing courses in their program of study. And as Abell (1974) suggested, "The 70's would seem to be the turning point in time when home economists have the chance to re-examine and realistically enlarge their contributions to the shelter aspect of family living."

Efforts were concentrated in the kitchen design field as it directly relates to the major and companies had been advertising for prospective employees. An attempt was made to diversify within the industry by choosing businesses ranging from a small retail store to a large corporation and businesses which specialize in kitchen design to those that promote kitchens only as a sideline. Students became participant-observers, demonstrating their capabilities by becoming involved in the ongoing activities of the selected businesses as if they were an employee. The student workers helped with the design and planning of the kitchen lay-outs in conjunction with customer specifications; this involved drawing lay-outs, perspectives,and elevations, using metric measurements, translating blueprints and incorporating planning principles. Both direct and telephone sales of wallpaper, graphics, paint, and cabinets demonstrated the importance of personality in customer relations as well as the need for extensive knowledge of the product and the market.

The skills necessary to function in these positions were identified and recorded in individual daily logs. Careful analysis of worker reports in relation to the present curriculum showed the F.E.M. majors are taught most knowledge and skills necessary for work in business. Required courses in economics, consumer behavior and problems, financial and other resource management, communications, housing, and statistical analysis provide the basis for understanding the objectives of both business and consumers. Electives in such areas as marketing and business administration, social problems, and education tend to focus the graduate's attention on the social as well as economic implications of modern business. The F.E.M. graduate is in the unique position of being able to offer services to both consumers and business simultaneously.

Yet the addition of several skills was considered necessary to expand the repertoire of a graduate sufficiently to enable direct entry into a responsible business position. In general, the students lacked sales experience and training as well as knowledge of advertising basics for various media, bookkeeping, and office procedure and organization. In the specific positions in which team members found themselves, drafting techniques and the use of mechanical aids had to be learned "on the job".

The project team identified several potential positions for graduates that relate to the housing industry. With careful planning of electives and the opportunity for experience, these positions include:

> direct consumer sales of homes and home products at both the retail and wholesale levels; management of one's own or someone else's business (either product or service-oriented); advertising; the planning of homes, especially the kitchen and other work areas; consumer education to ensure consumers get the most from the products; and product development.

The graduate brings to each position the ability to counsel customers about wise use of time, money, and natural resources.

Although the project team clearly identified contributions that graduates could make to the business community, the critical evaluation rested with the business community who participated. The responses by business embodied in the quotes, "We are very impressed with the extent of training offered to home economics students." and "We found that home economics covered more subjects than originally imagined."[2] reinforced the primary objective of increasing the knowledge of the business community about the breadth of

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[1] The project team consisted of three undergraduate students and a faculty member who wrote the proposal and served in an advisory capacity. Besides the authors, the members of the team were Susan Mark and Marion Mueller, third year students in Family Economics and Management, University of Manitoba.

[2] Quotes were taken from the Final Report, Expanded Career Opportunities: F.E.M. August, 1979 submitted to Young Canada Works Program, Employment and Immigration Canada.

the major. In addition, increasing access of the graduate to the labor market is best expressed by one employer who reported, "Now I see that students can become an asset to the labor force in areas of design and planning, housing and related fields, and sales in all these areas." However, the process of expanding career pathways needs to extend over a long period of time; this project has only provided the initial steps in increasing communication between the business community and the university.

The "ivory tower" image of the university, at least in regard to home economics, was partly dispelled in the eyes of the businessmen in favor of a more realistic appreciation of the practicality of the coursework and capabilities of the students. As a result, the businesses expressed greater willingness to cooperate with the university in developing more marketable graduates.

Employers also perceived specific benefits from the project for the students and for themselves. For students, they saw the project as an opportunity to apply "book learning" to practical situations giving the student "a more realistic view of consumers' needs and wants, keeping monetary budgets in mind." First hand knowledge about "areas of retailing that would otherwise be closed to them in the normal summer job", as well as the opportunity to observe the problems inherent in running one's own business were other stated benefits to students. The businesses also recognized benefits for them such as relief help for one-person stores and greater awareness of a source of skilled employees.

However, work experiences must be carefully selected and supervised, or inappropriate learning may take place (Inman, 1973). As one businessman pointed out, more responsibility must be given to the untrained student in order that the attitudes and skills appropriate to future career goals will be developed.

In conclusion, the project demonstrated the importance of additions to the present curriculum, communication between employers and educators, and on-the-job career preparation. The university requires feedback in order to tailor curriculum to the needs of the working world and students need to seek work experiences that supplement and reinforce their classroom learning and provide the opportunity to "try out" career pathways before making career decisions. Since employers can be selective in view of the present job market, it is highly recommended that home economists seek funding for additional projects and training programs to expand the job market for recent graduates and home economists returning to the work force. ●

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Time Management

(Continued from page 158)

In today's society, the possible number of tradeoffs between the use of time and the use of alternate substitutes to save time has increased. We must balance the scale so that goals are achieved, non-renewable resources are used with discretion and the quality of life is enhanced. The onus remains with the educators of youth to assure that individuals are equipped with the knowledge and skills to make wise use of available resources to achieve goals for the enhancement of the quality of life. A challenge of the eighties! ●

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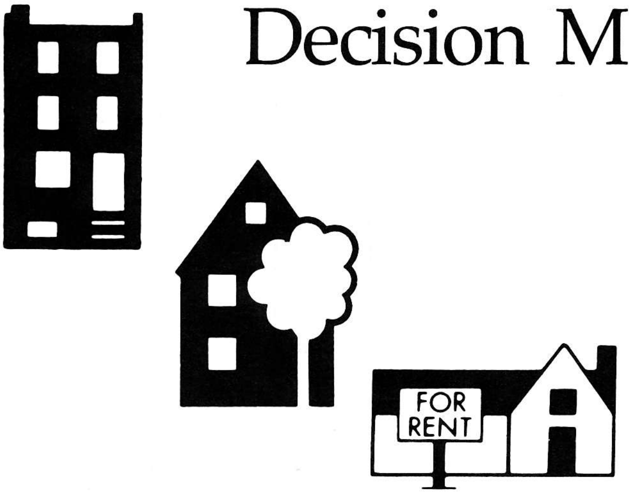
Children Having Children

The brief prepared by the Saskatchewan Advisory Council on the Status of Women and presented to the Government of Saskatchewan is available for the cost of printing, from Dorothy Prior (phone 343-0885). The following is an abstract of the brief:

> The brief presents facts which support the Status of Women concern about the increasing "epidemic of (teenage) pregnancies" in Saskatchewan. Several concerns are outlined and solutions proposed. For example, what are the support services and the effectiveness of these for teenage mothers. Recommendations are put forth to support the solutions outlined.

A **Home Economics Research Conference** University of Surrey, Guilford, Septembr 15 and 16, 1980, is designed to promote interest in research in home economics. Guilford is 35 minutes from Waterloo Station, London. If you wish to present a paper contact Dr. A.E.J. McGill, Home Economics Department, University of Surrey, Guilford, Surrey GU2 5XH.



Decision Making in Housing — Implications for Educators

Phyllis J. Johnson

Abstract

Suggested content, sources of information, and techniques for incorporating decision making into the housing curriculum are presented in this article. A simplified diagram of the interrelationships of decision making, management, and factors affecting both decisions and management is explained using housing-related decisions as the focus.

Since housing-related decisions may seem distant decisions to be made by the student, the teacher might find the media learning activities as useful in aiding the students' understanding of the process and factors affecting decision making.

Résumé

Le contenu suggéré, les sources d'information, et les techniques d'incorporation de la prise de décision dans le programme d'études domestiques sont présentés dans cet article. On y explique le diagramme simplifié des relations existant entre la prise de décision, la gestion, et les facteurs affectant à la fois les décisions et la gestion, en se concentrant sur des décisions ayant trait au domaine domestique.

Étant donné que les décisions concernant le domaine domestique peuvent paraîre lointaines à l'étudiant, le professeur est susceptible de trouver utiles les activités éducatives des medias dans la mesure où elles aident les étudiants à comprendre le processus et les facteurs affectant la prise de décision.

Incorporating decision making into a housing curriculum includes an awareness of political, economic, social, and family factors that might have an impact on the housing decisions made by individuals and families, identification of housing-related decisions by life cycle stage, and application of a decision process to these decisions. A diagram for organizing suggested content plus teaching methods for presenting decision making as a beginning unit in a housing course will be presented. The proposed methods could be readily adapted to a family studies curriculum if decision making is a component of that curriculum.

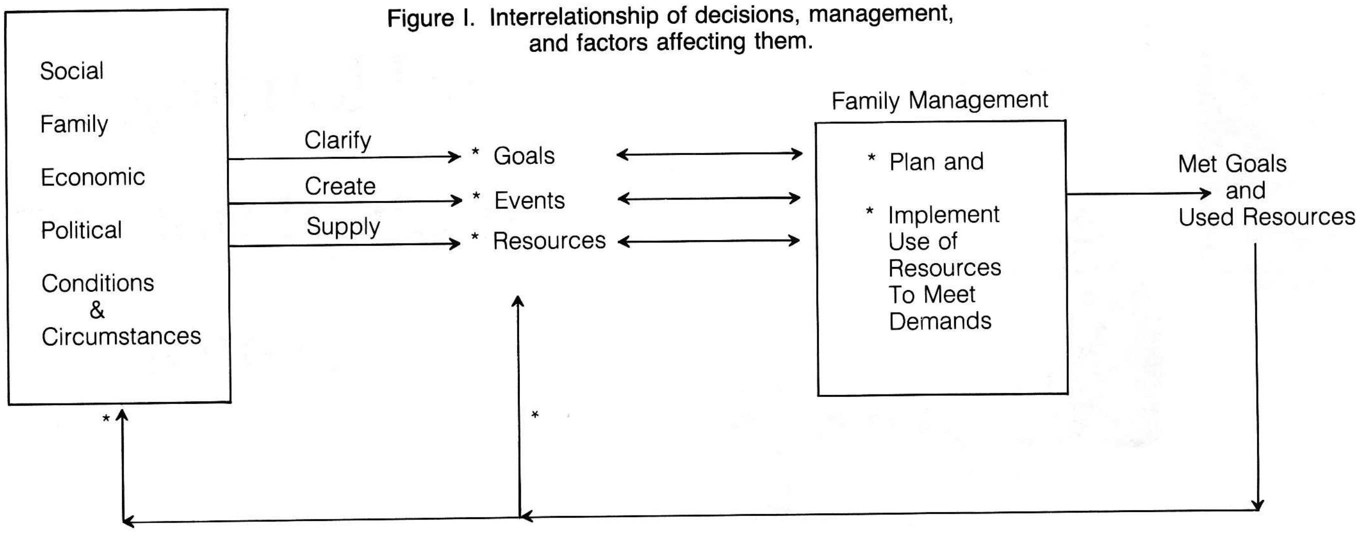
Decision Making and Management

If students are knowledgeable about management as a system, the instructor could utilize the systems framework formulated by Deacon and Firebaugh (1975, chap. 3) to emphasize the interrelationships of management and decisions. In their conceptualization, management is defined as "planning and implementing the use of resources to meet demands" and decision making is defined as "choosing or resolving alternatives" (p. 62). Decision making is presented as occurring throughout the managerial system, that is, in setting goals, in meeting events, in using resources, in evaluating the outcome of meeting demands, and in changing, or not changing, future actions accordingly.

If students have limited or no knowledge of management as a system, the simplified diagram in Figure I and the accompanying explanation could serve as an outline for understanding the interrelationships.

Conditions and circumstances inherent in society, the economy, the political structure, and circumstances within the family are factors that affect the decisions individuals and families make now and in the future. In turn, the outcome of the decision may have an impact on

Figure I. Interrelationship of decisions, management, and factors affecting them.



* points where decisions are made.

these factors.

These conditions and circumstances can aid in clarifying individual and family goals, for example, to improve energy conservation efforts in the home, to achieve egalitarian role involvement in household decision making, or to own or rent a single-family dwelling. Decisions, based on family or individual values, are made as to which goals to form and to allocate resources among them.

These same conditions and circumstances create events — changed zoning regulations, increased unemployment, increased mortgage rates, job transfers, and housing shortages that might become decision making situations. A decision is made to meet or to not meet events, and to decide which resources to use to manage them.

In addition, each of these factors supplies resources to aid in family or individual decision making. Examples of resources are fire safety standards, building codes, police protection, property insurance, registered home ownership savings plan (RHOSP), household goods and services to purchase, employment income, and community facilities. The individual or family may not be aware of all the resources available from these sources, but by becoming informed may increase resources to meet housing goals and housing-related events.

The decision maker makes decisions intuitively or by a decision process at each of the starred (*) areas in Figure I. Some examples of decisions are use of resources to meet goal priorities (e.g., money used to purchase property insurance in case the home is damaged by fire).

Potential outcomes of the decisions, especially if important goals are not met or resources are being used to the detriment of other goals, could be change in resource use, in important goals, or in events to meet when faced with making similar decisions in the future. For example, if the family had been satisfied with financing a mortgage from a particular source, the family would likely use the same source when the mortgage is to be renewed; if not satisfied, the family might initiate search for another loan source. Likewise, if the family did not have property insurance on household possessions and items were stolen, the family might take out insurance to prevent such a financial loss in the future.

The emphasis in discussion of the diagram has been that a housing-related decision may be made at one point in time, but the decision is affected by past decisions and, in turn, will have an effect on future decisions that can be made. The family is not making the housing decisions in a vacuum, but is affected by social, economic, political, and family factors that provide resources, affect goals, and create situations that require decision making by the family.

Teaching About Housing Decisions and Factors Affecting Them

To assist students in identifying housing decisions and factors affecting current and future decisions, these three questions could be asked either prior to presenting the diagram or as a summary exercise after presenting it.

- What housing decisions might you face in five years?
- What factors might affect alternatives available in making the decisions?
- What influences which alternatives you or your family select?

The first question would emphasize an awareness of potential housing decisions reflected by projected lifestyle choices of the students. The second question would indicate the effect of social, economic, and political influences on each of these decisions while question three would elicit family influences — values, goals, and resources of the family or individual making the decisions.

Now that the students would have an overview of potential housing decisions for projected lifestyles as well as factors affecting the alternatives available in making the decisions, the emphasis the instructor might consider would be helping the students identify their goals for housing-related issues, relative importance of each goal, and limitations on resources available to attain the goals.

To aid the students in clarifying goals for housing, the term "home" may be better used in defining what they value in a future dwelling than the term "house" which may imply specific structural characteristics that may or may not reflect basic values — independent lifestyle, family togetherness, or status, for example.

Once goals and goal priorities for housing needs of space, tenure, structure type, quality, and neighborhood have been identified and resources available to meet the goals have been considered, the students may realize that decisions may have to be made as to the tradeoffs they are willing to make in order to meet the most important housing goals (Winter & Morris, 1977). For example, if location near work to save on commuting expenses and on energy consumption is a priority, the dwelling that can be obtained may be smaller than what could be obtained for a similar dollar amount in a less convenient location; and it may be a multi-family rather than the desired single-family unit. If ownership is a goal, the family may accept an old home, a multi-family unit, or a home without the extra desired features so that, in a time of increased mortgage rates and shorter term mortgages, they will be able to continue to afford a home of their own.

To further emphasize decisions about housing goal priorities and effect on family resources, case studies exemplifying lifestyles that might be exhibited by students in the future could be analyzed. (See Richard and Churchill, 1975, for case studies that might be modified). Each group could discuss the following questions and share the answers with the class.

- What, in order of importance, would constitute realistic housing goals for this family?
- What values underlie these goals?
- What resources would help this family achieve the goals?
- If decisions are made to use resources to meet priority goals, what effect might this have on the family's future?

At this stage of presenting decision making in the housing curriculum, students have identified some housing decisions for family lifestyles and the factors that affect decision making have been explained. The decision process would be discussed next so that the decision alternatives selected might reflect the goals of the family and preferred allocation of resources to meet the goals and events.

Decision Process — Application

The instructor may want to consult a basic management textbook (see Deacon & Firebaugh, 1975; Gross, Crandall, & Knoll, 1973; Nickell, Rice, & Tucker, 1976; Paolucci, Hall, & Axinn, 1977) for additional discussion of the decision process as only an application of it will be presented for instructional purposes.

Since the dream of a home of one's own prevails in North America (Winter & Morris, 1977), the decision to own or not own a detached single-family dwelling seems an appropriate example for explaining the decision making process.

Recognizing a Decision is Needed: The goal of purchasing a detached single-family dwelling may not be evident until the young family is at the life cycle stage of the expanding family and begins to think that a growing family requires housing characteristics that may not exist in the current dwelling. The decision point may be instigated by noting that friends are beginning to purchase homes or by parents and other relatives encouraging them to consider the possibility. For whatever reason or from whatever source of idea initiation, the family is aware that a decision is needed.

Identifying and Weighing Alternatives: Having realized a decision is needed, the family begins to consider the alternatives as well as the positive and negative consequences of each alternative. The consequences refer to meeting, not meeting, or postponing other goals, and increasing or decreasing the resources available. At this point, the students could suggest alternatives such as purchase an older home, a condominium, a cooperative, a mobile home or continue to rent a single or multi-unit dwelling. Positive aspects of owning a single-family dwelling (one of the alternatives) might be pride in ownership, equity investment, space for play area, able to personalize dwelling; and the negative consequences of high mortgage rates may mean tradeoffs in other goals, lack of mobility, and household maintenance problems.

One of the tools to aid in identifying and weighing alternatives is past experience of self or others in living in any of the structure types listed and in being an owner or renter in the past. Searching for information to assess alternatives might include contact with real estate agents, tax accountants, sources of financing, library materials on buying a home and city planning data.

Some of the purchasing guidelines of the past such as buying a home larger than one needs for resale value, renting a home until one is settled, and avoiding the purchase of a home more expensive than two and one half times annual income may be dated, inappropriate, and of minimal use in aiding in the weighing of alternatives. Some decision rules that might be used in weighing alternatives are selecting the first alternative that meets the criteria (satisficing), the least expensive that meets the criteria (economizing), and obtaining the most for the amount of resources used (optimizing). In the first rule, the family would have goals for the type of housing desired and the first dwelling that met these criteria would be selected, thus simplifying the search for alternatives. If the economizing rule is used, the goal of economy might be met, but other housing goals may be postponed. In optimizing, the family would be attempting to obtain as many of the housing goals as possible while maximizing use of their resources.

Choosing Among the Alternatives: After considering goals and goal priorities, resources available, and consequences of possible alternatives on goals and resources, the family selects one alternative and is ready then to initiate action.

In summary, the above example includes decisions made on goal priorities (to own or to rent a dwelling) and on resource use to meet the goal (money allotted to buying rather than renting, time spent on information search to obtain the best possible home to meet their criteria, and the best financing option available for them).

Use of Media Sources in Teaching Decision Making

Housing-related decisions may be less readily understood than decisions youth are making or have made. To emphasize decision making as a process and the importance of it to youth, the teacher could utilize the media as a source for increasing student knowledge of decision making.

1. Divide the students into groups to decide the family-type television programmes they will analyse for the decision process. Discuss the programmes with these questions:

- How did the person become aware of the need for a decision?
- How many alternatives were mentioned and actually considered?
- How was the alternative acted upon actually selected?

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Job Satisfaction of Home Economics Teachers

Linda B. Peterat

Abstract

One hundred and ninety home economics teachers in Alberta completed a survey providing job satisfaction, self-esteem and demographic data. The main sources of job satisfaction concerned freedom to select teaching methods and subject matter, relationships with students, administrators and other teachers, size of classes and salary. A high positive correlation was found between overall job satisfaction and self-esteem. The demographic data were not good indicators of job satisfaction. Those teachers unlikely to continue teaching home economics were significantly less satisfied than those who were likely to continue teaching.

Abrégé

La satisfaction des professeurs d'économie domestique face à leur emploi

Cent quatre-vingt-dix professeurs d'économie domestique en Alberta ont complété une étude fournissant des données concernant la satisfaction face à l'emploi, l'amour-propre et la démographie. Les sources principales de contentement professionnel sont le résultat de la liberté de la part des professeurs à l'égard des choix pédagogiques et de matiére, des relations avec les étudiants, les administrateurs et autres professeurs, du nombre d'étudiants dans chaque classe, et du salaire. On souligne une forte corrélation entre la satisfaction face à l'emploi, et l'amour-propre. Les données démographiques n'étaient pas de bons indicateurs de contenterment. Les professeurs qui ne continueront pas dans l'enseignement de l'économie domestique ont été moins satisfaits que ceux plus aptes a poursuivre dans ce domaine.

Home economics teachers in recent years have experienced numerous changes in both home economics and education. While education has been subjected to philosophy, goal and technique changes; changes in the role of women, societal values, and technology have influenced home economics. Have these numerous changes affected the attitudes of home economics teachers toward their work or themselves? This study undertook to seek the sources of job satisfaction and dissatisfaction for home economics teachers in Alberta, and to study the relationship between job satisfaction and demographic variables and between job satisfaction and self esteem.

Job satisfaction has been studied extensively in industrial settings. Herzberg (1959) studied the factors of job satisfaction and proposed that factors causing satisfaction and dissatisfaction were mutually exclusive. Friedlander (1964) later proposed that factors of the job situation could cause either satisfaction or dissatisfaction. Locke (1969) and Mumford (1972) took an interactionist approach, proposing that satisfaction results from the fit or match between organizational demands and individual needs or wants.

Sergiovanni (1967) replicated Herzberg's study with teachers in New York State and concluded that the factors

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contributing to job satisfaction were achievement, recognition and responsibility. The factors which contributed to teacher dissatisfaction were interpersonal relations, supervision, school policy and administration, status and personal life. Wickstrom (1973) studied a random sample of teachers in Saskatoon and found the main factors contributing to job satisfaction were achievement, work itself, responsibility and interpersonal relations. The main factors contributing to dissatisfaction were lack of achievement, school policy and administration, work conditions and adverse effects on one's personal life.

Hewitson (1975) studied beginning teachers in an area surrounding Edmonton, Alberta, and found high levels of decision making involvement significantly associated with professional satisfaction. Holdaway (1978) surveyed a large random sample of Alberta teachers and found that factors related to job satisfaction were achievement, recognition, intellectual stimulation, and the prospect of teaching as a lifetime career. Holdaway concluded that teachers were most satisfied with the aspects of their work over which they had most control.

A review of the literature revealed numerous research approaches and diverse findings on job satisfaction. Job satisfaction can be expected to alter during an individual's lifetime as one's needs, expectations and aspirations alter. There is little conclusive evidence on the relationship between job satisfaction and effectiveness or motivation. Friedlander (1964) cautioned on the generalizing of research findings on job satisfaction to other work groups or organizations. Indications are that factors of job satisfaction or dissatisfaction are individually and situationally dependent. A study of job satisfaction of home economics teachers can be useful in understanding attitudes to factors of the work situation unique to this teaching specialization. Sergiovanni (1975) claimed that due to economic reasons, declining student enrollment and teacher surplus, dissatisfied teachers were remaining in the profession. Therefore, an understanding of job satisfaction could aid supervisors in knowing how to help teachers remain interested, develop professionally, and maintain high motivation.

Method

A survey form was mailed to a random sample of 235 home economics teachers in Alberta during April, 1979. The sample represented approximately one-half of the home economics teachers in Alberta. The participants were assured anonymity of their responses; however the number code used for follow-up purposes may not have satisfied all participants as to the anonymity of their replies. Two follow-up mailings, at intervals of two weeks were used with the result of 190 useable responses.

The survey form consisted of three sections: a job satisfaction questionnaire, a self-esteem scale, and a demographic questionnaire. The job satisfaction questionnaire was designed for this study. It consisted of 42 statements descriptive of the teacher's job situation, to which participants responded on a range from five (very satisfied) to one (very dissatisfied). Overall job satisfaction was measured by the response to one statement. One open-end question asked teachers what changes they would like that would do the most to improve their job satisfaction. The questionnaire was pre-tested with a group of home economics teachers and subjected to a test retest reliability study with 18 home economics teachers over a two week interval. The reliability coefficient was .77. The Kuder Richardson formula 20 (Ferguson, 1976) reliability coefficient was .87 for the questionnaire.

Table 1. Percentages of Respondents, Means and Standard Deviations on Items showing Most Satisfaction

Job Satisfaction Item	Mean	Standard Deviation	Percentage Satisfied
Freedom to select teaching methods	1.407	.598	97.35
Freedom to select subject matter	1.593	.733	92.60
The relationship with students	1.820	.666	92.06
The relationship with department head or principal	1.851	.850	88.82
The relationship with other teachers	1.857	.820	86.24
The average size of class you teach	1.963	.925	85.11
Overall satisfaction	2.185	.812	81.48
The salary you receive	2.222	.887	81.48

Table 2. Percentages of Respondents, Means and Standard Deviations on Items Showing Most Dissatisfaction

Job Satisfaction Item	Mean	Standard Deviation	Percentage Dissatisfied
The availability of teacher aides	3.517	1.218	56.67
The recognition which the profession gives for further non-university, or non-credit studies completed	3.364	.929	42.24
The opportunity to take university credit courses	3.107	1.094	37.97
Your opportunity for promotion	3.005	.936	29.57
Adequacy of pre-service teacher education	2.995	1.115	37.57
Preparation time available during the official school day	2.995	1.254	43.92
The understanding of home economics shown by other teachers in your school	2.947	1.007	34.92
The understanding which parents have of home economics	2.937	.880	29.47
The performance of substitute teacher services	2.930	1.105	34.06
The opportunity to take further studies at a technical or community college	2.926	1.046	31.75
The opportunity for useful inservice education	2.894	1.054	32.28

The scale used to measure self-esteem was developed by Rosenberg (1965). In a test retest study with 17 home economics teachers over a two week interval, the reliability coefficient was .77. The demographic questionnaire consisted of 13 questions seeking information on teaching assignment, teaching experience, location and years of training, location of school, professional involvement, age, parental status, and plans for next year.

The data resulting from the job satisfaction and self-esteem questionnaires were treated as interval data (Babbie, 1973). The responses were used from those teachers who indicated they taught home economics 50% or more of their time during 1978-79. The precentage of respondents satisfied or dissatisfied with each item on the job satisfaction questionnaire was calculated. An analysis of variance was used to study the relationship between overall job satisfaction and the responses to each of the 13 demographic variables. The Pearson product-moment correlation coefficient was used to analyze the relationship between the job satisfaction item and the self-esteem variable.

Results and Discussion

High job satisfaction was indicated with the items listed in Table 1. Items with means indicating high satisfaction tended to have the highest percentage of respondents satisfied.

Items which indicated highest job dissatisfaction are reported in Table 2. Four items were above the mean of three and in the dissatisfaction range. These four items however did not have as high a percentage of respondents dissatisfied as did some of the other items with lower means.

One open-end question asked teachers what changes would most increase their job satisfaction. This question enabled teachers to emphasize the importance of any items listed in the closed response section or to include items which had been omitted. The responses were categorized for the purpose of analysis and the most frequent responses were: facilities, class size, curriculum, and the understanding of home economics by others.

An analysis of variance was used to study the relationship between demographic variables and overall job satisfaction. The demographic variables examined were: years of experience, subject area experience, education levels, university major, location of university training, size of population centre, age, parental status, professional association membership, professional activity, level of teaching assignment, home economics areas in teaching assignment, and the likelihood of teaching home economics next year. A significant difference was found in job satisfaction between those likely and unlikely or uncertain to be teaching next year, $F(1,188) = 6.28$, $p \leq .01$. This finding disputes Sergiovanni's (1975) suggestion and indicates that those home economic teachers who are dissatisfied are less likely to remain teaching home economics.

The self-esteem of respondents as measured by the Rosenberg self-esteem scale (1965) was high. According to the categories proposed by Rosenberg, 93.16% of the respondents reported high self-esteem. A significant correlation was found between self-esteem and overall job satisfaction, $p \leq .01$. Gergen (1977) suggested that one's job provides feedback on one's worth and competence, thus contributing to self-esteem. Therefore, to recognize factors contributing to both self-esteem and job satisfaction may provide some ideas for future analysis of these concepts. The job satisfaction items which correlated significantly, $p \leq .05$, with both self-esteem and overall job satisfaction in this study were: the prospect of classroom teaching as a lifetime career, attitude of students, relationship with students, intellectual stimulation, and salary. These five items indicate some possible sources of feedback on worth, competence, and self-esteem for this group of respondents.

Conclusion

This study did not attempt to judge the desirability of job satisfaction, nor did it assume a link between job satisfaction and effectiveness or motivation. The importance of a job satisfaction item to a respondent was not measured and this must be recognized in generalizing from the findings. Similarly, the interaction of items in the job situation has not been considered. Both the importance and interaction effects of job satisfaction items await further study.

A high level of job satisfaction and self-esteem was found among home economics teachers in this study. The findings indicated that those who were dissatisfied were likely to leave home economics teaching. Therefore, if recent changes in home economics and education have increased dissatisfaction, this would be reflected in the rate at which teachers are leaving and would require a longitudinal study. Freedom to make decisions regarding subject matter and methods, interpersonal relationships, and salary ranked highly as sources of satisfaction. These items also correlated significantly with overall job satisfaction, $p \leq .05$. Teacher aides, preparation time, and the physical conditions of the classroom as well as inservice and pre-service education were high dissatisfiers. These factors were also frequently listed as items which, if changed, would most improve satisfaction. The findings tended not to support Sergiovanni (1967), but rather those of Friedlander (1964), in that items descriptive of the job situation were sources of both satisfaction and dissatisfaction for respondents. Items of high dissatisfaction tended to be conditions directed or controlled by persons other than teachers in the educational system. A high positive correlation was found between job satisfaction and self-esteem. the demographic variables did not prove to be good indicators of job satisfaction.

The sources of job dissatisfaction found in this study indicate areas requiring action and have implications for persons in government, universities, administration, and home economics teachers themselves. Further investigation is required to determine the specific changes or involvement which teachers desire on the various items. Further research on this topic in other provinces, with specific populations, or into specific items such as inservice education, teacher aides, or preparation time, could aid in understanding and improving job satisfaction for home economics teachers. ●

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Home Canning of Tomatoes

Michelle Marcotte*

Abstract

The literature on home canning of tomatoes, tomato canning by consumers, and the resulting spoilage is reviewed. Available information on tomato pH in Canada indicates a range from 3.9 to 4.8. Home canning recommendations for tomatoes from Canadian and American sources show significant variation. Boiling water bath processing times for pints of tomatoes vary from 35 minutes (United States Department of Agriculture, 1975) to 55 minutes (Agriculture Canada, 1976) for raw pack and, to 10 minutes for hot pack tomatoes (USDA, 1975).

It is evident that many consumers do not use recommended methods. (Davis 1977; Fields et al., 1977; Anderson & Mendenhall, 1978).

Cases of botulism resulting from canned tomatoes are discussed. There have been 19 reported cases of botulism from tomatoes or tomato mixtures (17 in the United States, 1 in U.S.S.R., and 1 in Canada). Occasional high pH in tomatoes puts the home canner who processes unacidulated tomatoes in a boiling water bath at risk with botulism. Home canners are advised to add citric acid (¼ teaspoon per pint) or bottled lemon juice (1 tablespoon lemon juice per pint) to home-canned tomatoes.

Résumé

Une revue de littérature sur la mise en conserve domestique des tomatoes, les méthodes utilisées par les consommateurs et la détérioration qui en résulte, est présentée. Les renseignements disponibles indiquent que le pH des tomates au Canada varie de 3,9 à 4.8. On trouve des différences significatives entre les recommandations pour la mise en conserve domestique des tomates provenant de sources canadiennes et américaines. Les durées de stérilisation au bain d'eau bouillante varient de 35 minutes par chopine de tomates (Ministère de l'agriculture des Etats-Unis (USDA), 1975) à 55 minutes (Agriculture Canada, 1976) pour celles empaquetées à froid et à 10 minutes (USDA, 1975), pour celles empaquetées à chaud.

Des cas de botulisme causés par des tomates en conserve sont discutés. Dix-neuf cas de botulisme causés par des tomates ou des mélanges de tomate ont été reportés (17 aux Etats-Unis, 1 en U.S.S.R. et 1 au Canada). Il est évident que plusieurs consommateurs n'utilisent pas les méthodes recommandées (Davis, 1977, Fields et al., 1977; Anderson & Mendenhall, 1978). La possibilité d'un pH élevé amène un risque de botulisme dans les tomates non acidulées stérilisées au bain d'eau bouillante. Pour la mise en conserve domestique, il est recommandé d'adjouter de l'acide citrique (¼ c. à thé par chopine) ou du jus de citron embouteillé (l c. à table par chopine) aux tomates.

Present Home Canning Recommendations for Canned Tomatoes

Processing Times

Recommended processing times and method of pack vary among sources of home canning information. Boiling water bath processing times for pints of whole tomatoes, raw pack, vary from 35 minutes (USDA, 1975) to 55 minutes (Agriculture Canada, 1976). United States Department of Agriculture (USDA, 1975), also gives a processing time of ten minutes for hot-pack tomatoes. Processing times under pressure vary from five minutes at five pounds pressure (National Pressure Cooker, 1947) to 30 minutes at 10 pounds pressure for pints (Agriculture Canada, 1976). The first retesting of USDA home canning recommendations since 1945 has recently been completed at the University of Minnesota (Wolf & Zottola, 1978). Their new recommended boiling water bath times for tomatoes are: raw pack, 40 minutes for pints, and 50 minutes for quarts; hot pack, 35 minutes for pints, and 45 minutes for quarts. Both pints and quarts may be processed at five pounds pressure for ten minutes (raw pack) or eight minutes (hot pack).

Processing times and methods for tomato purée, tomato sauce with low-acid vegetables, and tomato sauce with meat have been published for home canners by Hamilton, Kuhn and Rugh (1976).

Acidulation

Recent concern about the reported rise in tomato pH has prompted some agencies to re-evaluate tomato home canning recommendations. Tomatoes could be acidified with an organic acid to a safe value or they could be processed under pressure at 240°F. The Institute of Food Technologists' Expert Panel (1977) recommended that those varieties of tomatoes with pH above 4.6 should be pressure processed. The consumer, however, would not necessarily know the variety being canned or its pH.

Sapers (1977) reported that the objective of acidulation of high pH tomatoes would be 4.6 for safety and 4.3 to prevent flat sour spoilage of economic importance.

At present, citric acid acidulation is recommended for home canning of all tomatoes by the Food Advisory Division (Agriculture Canada, 1976), Ohio State

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Extension Service (1976), and University of Missouri Extension Service (1975), and in the case of low-acid tomatoes by Texas Agricultural University Extension Service (1976). These sources recommend acidulation with ¼ teaspoon citric acid for each pint of tomatoes. Maruyama and Fox (1977) recommend that, in Kentucky, home canned tomatoes be acidified with either lemon juice and salt or citric acid and salt. Horowitz and Hughes (1977) indicate that the Center for Disease Control approved the extension services' acidulation recommendations. Skelton and Craig (1978) suggest that ⅛ teaspoon citric acid per pint be added to hot pack home canned tomatoes prior to a ten minute boiling water bath process.

Which acid should home canners use? Powers (1967) studied commercial acidification with a projected target of pH 4.1 to protect against growth of *Clostridium pasteuranium*. He concluded that citric acid was more successful than fumaric or malic acids for lowering the pH, solubility and acceptable flavor by panelists. Citric acid is the largest component acid naturally occurring in tomatoes.

Since then acidification studies of foods have been carried out either with citric acid or the easily obtained food acids, such as vinegar, or bottled lemon juice. No published reports are available on the pH lowering capacity of ascorbic acid. Savani, Harris and Gould (1977) reported that one teaspoon of Borden's ReaLemon (containing sodium bicarbonate and sodium bisulfite) per pint prevented bacterial growth in canned low acid (mean 4.6, pH 5.1 after lye peeling) tomatoes better than enough citric acid required to lower pH by 0.3 units. Sapers (1977) considered vinegar unacceptable and concluded that ¼ teaspoon citric acid monohydrate or one tablespoon bottled lemon juice per pint would be required to reduce all the high pH tomatoes to 4.6 or below and provide some protection against flat sour spoilage. Food Advisory Division (FAD) investigated tomato acidification in 1974 and 1976 (unpublished data). Citric acid was found to be the most practical and effective treatment because it lowered pH to the greatest degree.

Will adding an acid adversely affect the flavor of home-canned tomatoes? Suitable amounts of citric acid or lemon juice do not render the tomatoes too tart even when pH is already fairly low (Powers 1976; Sapers, 1977; FAD, 1976). Addition of vinegar has been reported to be unacceptable by panelists (Maruyama & Fox, 1977; Sapers, 1977). FAD (1976) found that panelists preferred the flavor of acidulated home canned tomatoes when one to two teaspoons of sugar were added just before serving. Skelton and Craig (1978) reported that adding 0.5 g citric acid or 1 g citric acid plus one teaspoon sugar did not seriously impair flavor.

Where should the acid be added in the jar? Sapers (1977) concluded that pH reached equilibrium in the jar much more rapidly when the acid was added to the top of the sealer, than to the bottom. FAD (1976) noted that acid addition at the top of the jar shifted pH throughout the container more than adding it at the middle or the bottom but because the differences were not great concluded that it would be more convenient to add it to the bottom. Future editions of *Canning Canadian Fruits and Vegetables* (Agriculture Canada, 1976) will, however, recommend adding acid to the top of the jar.

Tomato Canning Practices

Tomatoes and tomato products are often canned by consumers. A nationwide survey of home gardening in 1976 by USDA and reported by David (1977) revealed that one third of the households canned fruits and vegetables in 1975. Approximately 900 questionnaires on methods and types of foods canned were returned. Tomatoes were canned by 75% of households and tomato sauce was canned by 20% of households. Britton (1978) noted that tomato sauce is canned fairly frequently in British Columbia.

Consumers who can tomatoes often experience spoilage of the product. Of the 75% of households who canned tomatoes 20% experienced spoilage; of the 20% of households who canned tomato sauce 3% experienced spoilage (Davis, 1977). Fields, Zamora and Bradsher (1977) reported that of 290 jars of home canned tomatoes collected in Missouri 57 jars (19%) had microorganisms present on analysis. The microorganisms present were indicators of faulty processing or post process contamination.

Many home canners use incorrect methods when canning tomatoes. David (1977) reported 35% of home canners canned tomatoes by the open-kettle method. McDaniel et al. (1979) reported that 436 Manitobans surveyed canned tomatoes or tomato juice and only 39 used either lemon juice or citric acid. Fields et al. (1977) reported that 90 of 290 jars (32%) were processed by the open-kettle method. Anderson and Mendenhall (1978) reported that 85% of cold packed, and 30% of the hot packed, home canned tomatoes from Utah were under processed. Britton (1978) observed that home canners did not want to process tomatoes for times recommended by FAD and that tomato sauce was not usually processed in a pressure canner. Use of non-standard packers' jars for canning is also common (Davis, 1977; Fields et al., 1977), which may adversely affect the safety of the product.

Botulism and Canned Tomato Products

Home canners have a false sense of the safety of home-canned acid foods. In the United States since 1899 there have been 34 reported outbreaks of botulism from acid foods causing 104 cases of illness with 62 deaths (Odlaug & Pflug, 1978). Of these 104 cases, 17 outbreaks were from tomatoes or tomato mixtures causing 37 cases of illness and 18 deaths. There has been one reported case of botulism from home-canned tomatoes in Canada (MacKinnon, 1933) causing two cases of illness and one death. Popugailo et al. (1972) reported one outbreak from commercially canned tomato juice in the U.S.S.R., causing nine cases of illness and two deaths.

Not all of the cases reported indicate the processing method or report the results of laboratory analysis. Some of the more important or interesting cases are presented in Table 1.

Recent reports of botulism from home canned products have received widespread attention. The case reported by Bow et al. (1974) appeared as a feature story in *Good Housekeeping* magazine (Sexton & Bloek, 1976). The authors attributed the case to low-acid tomatoes and as a result consumers began to worry about the safety of canning tomatoes.

Examination of the cases of botulism does not reveal the existence of widespread high-pH tomatoes but rather uncovers some other factors which could have contributed to the outbreaks.

In five of the eight outbreaks reported in Table 1, the presence of other spoilage organisms or spoilage symptoms were noted. Slocum, Welch and Hunter (1941) reported an acrid flavor and strong odor in one outbreak, fermentation in another, and the presence of a bacillus and diplococcus in another.

Table 1. Reported Cases of Botulism from Canned Tomato Products

Food Responsible	Reported By	Cases	Deaths	Confirmed by Lab	Remarks
commercial tomato catsup	Geiger (1922) in Slocum et al. (1941)	2	0	Yes	• *C. botulinum* isolated from catsup
home canned tomato-onion-chili sauce	Cutter (1922) in Slocum et al. (1941)	2	2	Yes	• acrid flavor, strong odor, *C. botulinum* isolated
home canned green tomatoes (or sausages)	Hall & Gilbert (1929) in Slocum et al. (1941)	4	2	No	• tomatoes were fermented. *C. botulinum* or toxin not isolated
home canned tomatoes	MacKinnon (1933) Zurich, Ontario	2	1	No	• diagnosis by clinical symptoms
home canned tomatoes	Slocum et al. (1941)	3	3	Yes	• pH 4.2, type B toxin demonstrated with a bacillus and diplococcus, inadequate water bath process
commercial tomato juice	Popugailo et al. (1972) (Russia)	9	2	Yes	• other containers had *C. botulinum* and mold, gross spoilage in some, poor processing
home canned tomatoes	Holsey et al. (1974)	1	0	Yes	• tomatoes open kettle canned, type B toxin detected
home canned tomato juice	Bow et al. (1974)	1	0	Yes	• pH 4.2, diplococcus, yeast, *Enterobacter aglomerans,* type A toxin detected, processed in boiling water bath 20 minutes

Popugailo et al. (1972) noted the presence of mold. Bow et al. (1974) noted the presence of diplococcus, yeast and *Enterobacter aglomerans.* In one of the cases reported by Slocum et al. (1941) and in the case reported by Bow et al. (1974) the reported pH was 4.2.

This does not mean that *C. Botulinum* outgrew and produced toxin at this pH. Ingram and Roberts (1951) note that the growth of *C. botulinum* results in a fermentation of glucose and fructose and this process generates acid. The same would be expected of most organisms of the bacillus species. Since other organisms were isolated in both cases this explanation could be feasible.

Ingram and Roberts (1951) reported a rise in pH of acid foods in the presence of mold. They noted that mold growth raised the pH in raspberries from 3.25 to 5.4 and in cherries from 3.75 to 5.3 and permitted *C. botulinum* to grow. Huhtanen et al. (1976) studied the growth and toxin production of *C. botulinum* in moldy tomato juice. They noted a gradual increase of pH of the tomato juice under the mold mat. In tomato juice with an initial pH of 4.2 in six days after mold inoculation, the top 0.5 mL had reached a pH of 5.33. They demonstrated that *C. botulinum* could grow and produce toxin under these conditions.

Poor processing was implicated in the botulism outbreaks from tomato products. Powers (1976) commented on the case reported by Bow et al. (1974) that the pint jar of tomatoes were processed for 20 minutes and the internal temperature probably did not rise to above 71°C. Powers (1976) recommended that the internal temperature should reach 87.7°C and be held at that temperature for at least two minutes.

Home canners who add green peppers, onions or other low-acid foods to tomatoes may increase the pH of the final product and take an added risk if the sauce is processed in a boiling water-bath. The pH of this mixture is unknown and may not be acid enough for adequate water-bath processing.

In addition to inadequate processing in the botulism cases reported these factors may have contributed to the spoilage: use of jars that are not recommended for home canning, growth of microorganisms that provide conditions for the growth of *C. botulinum,* post-process contamination, addition of low-acid foods to the tomatoes.

Tomato pH

It is also possible that the acidity of the tomatos used was questionable in these isolated cases. Tomatoes have always been considered to be an acid food with a pH of 4.6 or lower which allows them to be processed in a boiling water bath. The Food and Drug Administration in the United States defines low-acid foods as those which have a finished equilibrium pH of 4.6 and a water activity greater than 0.85 (FDA, 1976).

In acid foods, spores of *C. botulinum* are not destroyed by the boiling water bath temperatures, but the spores cannot outgrow and produce toxin in the acid product. Tomato spoilage by *C. botulinum* is thought to be unlikely since the inhibiting pH for growth of *C. botulinum* has been reported as 4.8 (Baird-Parker & Freame, 1967; Hauschild et al., 1975; Ito et al., 1976) and as low as 4.6 by Birch, Green, and Plaskett (1972). Spoilage may still occur from *Bacillus coagulans* or *C. pasteuranium* since these organisms are still able to grow at pH levels of 4.3 to 4.1 (Powers, 1976).

The safety of water bath processing of unacidulated tomatoes rests on whether or not tomatoes with pH more than 4.55 are likely to be canned by homemakers. Since the necessity of acidulating tomatoes during canning also rests on tomato pH the Food Advisory Division undertook to determine tomato pH in Canada. Agricultural research stations, major tomato processors, and two seed suppliers that advertise low-acid tomato varieties were involved.

Results

Agricultural research stations across Canada reported on tomato pH in 1975. Of 143 pH values for tomatoes reported from the four stations, 30 samples were reported as having had pH values ranging from 4.45 to 4.54; 20 samples had pH values greater than or equal to 4.55. For this report the current availability and pH of those varieties was requested since a pH of 4.5 could be considered borderline and a pH of 4.6 is considered to be at risk. The commercial processors were asked to report on the range of tomato pH seen.

In 1977, the four research stations reported that of the 30 varieties with pH ranging from 4.45 to 4.54 reported in 1975, five were available in 1977 for home or commercial use. Of the 20 varieties with pH greater than or equal to 4.55 reported in 1975, four were available in 1977. In addition two Ontario Ministry of Agriculture and Food research stations reported on tomato pH. Based on one fruit sampling in 1977, 18 of 109 tomato varieties had pH ranging from 4.45 to 4.54. Three of these were reported as grown by local processors or listed in seed catalogues. Of 109 tomato varieties, 14 had pH greater than or equal to 4.55 and one was locally available. At another station in 1977 from all hand pick and machine harvest types at five locations, six tomatoes of 86 tested had pH greater than or equal to 4.45. In general machine-harvest varieties have a slightly higher pH than hand-pick varieties (Mohr, 1978).

The seed companies did not know the pH of the tomatoes they advertised in their catalogues as 'low acid'. USDA (1976) found, however, in studies done at Beltsville, Md. that the low-acid tomato varieties advertised by seed companies were not low acid but were probably higher in sugar content. Acid content was not related to color of ripeness of any particular tomato variety.

Table 2 shows tomato pH values reported from five companies ranging from 3.9 to 4.8. Of five companies, four reported pH values ranging from 4.45 to 4.54. One company reported pH 4.6. the highest pH range endpoint recorded was 4.8.

Two factors that affect tomato pH should also be considered here. First, tomato pH rises as the season progresses. Farrow (1936) reported that as a general seasonal average 6 to 7% of the usable fruit in the United States had a pH in excess of 4.5 but it was noted that localized conditions could result in wide departures from these figures. Four 100-tomato samples harvested in August and September were tested from the Smithfield Experimental Station in Ontario as part of this report. The mode for the earliest sample was reported as 4.2 but the modes for the later samples were 4.6 and 4.7.

Table 2. Ranges of Raw Tomato pH Reported by Tomato Processors

Company	1977	1976	1975	1974
A				
Location 1	3.9-4.4			
Location 2	4.2-4.5			
B				
Location 1		4.0-4.5	4.0-4.7	4.1-4.5
Location 2		4.0-4.5	4.0-4.6	4.1-4.5
Location 3		3.9-4.5	4.0-4.6	4.1-4.4
Location 4		3.9-4.8	4.1-4.6	4.0-4.5
C	4.29-4.46			
D	high range end pint 4.5	high range end point 4.5		
E	4.36-4.15	4.40-4.21	4.30-4.08	

Second, rise in tomato pH as the season progresses is augmented by a rise in pH as the tomato ripens from the table ripe to the soft ripe stage (Leonard, Luh & Pangborn, 1960; Maruyama & Fox, 1977).

The pH of home-garden grown tomatoes is unknown, but it could be assumed to vary considerably since the pH of tomatoes grown under commercial and controlled conditions also varies considerably.

It is evident that home canners may be at risk by using tomatoes which have pH too high to be adequately processed in a boiling water bath.

Discussion

Consumers should be advised to process tomatoes according to the methods and processing schedule outlined in *Canning Canadian Fruits and Vegetables* (Agriculture Canada, 1976). Consumers should not can tomato sauces with low-acid vegetables or meat added, until reliable times and process methods can be established. Consumer education on home canning techniques must continue to be emphasized since home canners still make potentially dangerous mistakes.

Botulism from home canned tomatoes is possible. Home canners can increase the risk of botulism by not selecting prime tomatoes, not adding acid, not being precise in technique or processing method, or by adding low acid foods. One case would be too many when it is so easily prevented.

Tomato pH in Canada is variable enough that addition of an acid to home canned tomatoes is justifiable if they are to be water bath processed. Consumers must be advised that firm, well-formed, ripe and unblemished tomatoes are to be used for canning. Soft-ripe, bruised or spotted tomatoes must not be used.

Approach acidulation questions by discussing which acid to add, not whether or not to add acid at all. Advise consumers that citric acid is the first choice. Add ¼ teaspoon citric acid per pint of tomatoes at the top of the sealer (½ teaspoon per quart). Citric acid is available from most drug stores. If consumers find citric acid unacceptable, or unavailable, bottled reconstituted lemon juice is readily available and may be used (one tablespoon per pint jar added to the top of the sealer) to acidify canned tomatoes. Fresh lemon juice is not an acceptable substitute.

Home canners will be interested to know that citric acid is a naturally occurring acid in tomatoes. Neither citric acid nor reconstituted bottled lemon juice will affect flavor very much. In bottled reconstituted lemon juice the sodium bisulfite added to bottled lemon juice as a preservative will lower the thiamin content of the canned tomatoes. ●

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Home Canning of Tomatoes

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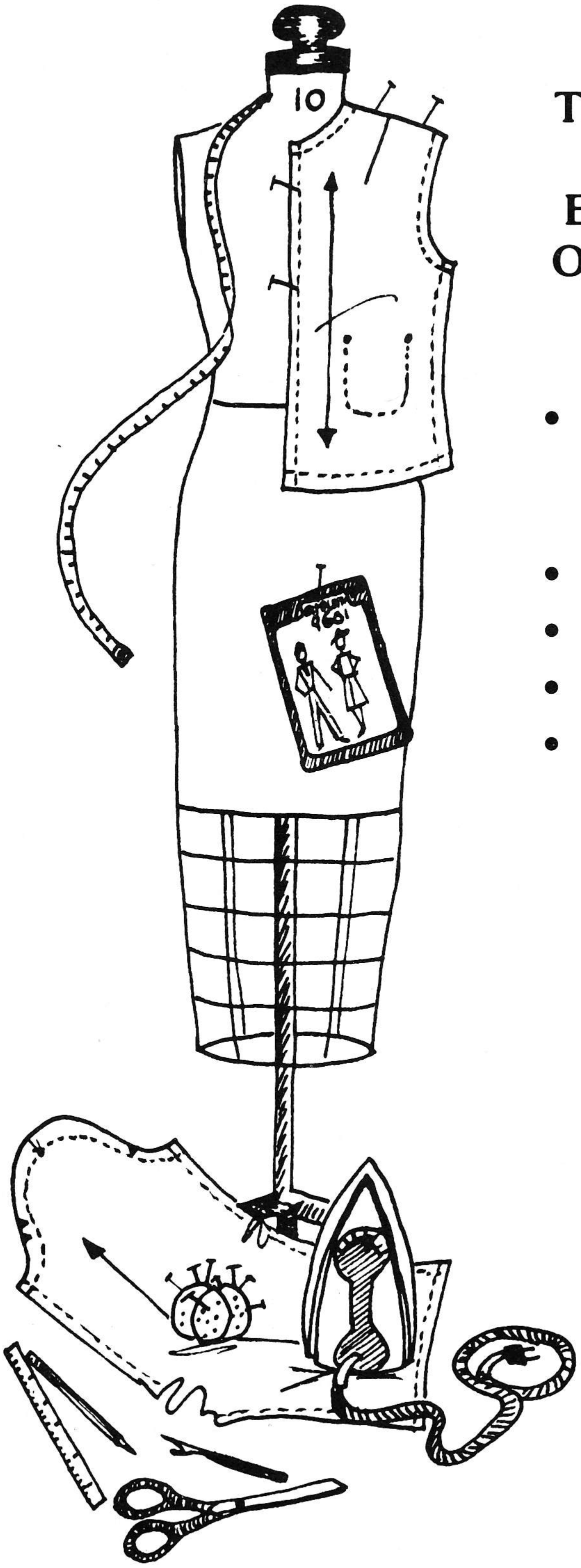

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Ethics - the study of standards of conduct
and moral judgment

Dr A disagrees

Home Economics and Ethics*

Margaret Edwards Arcus

Abstract

Questions of ethics and ethical behavior are increasingly matters of contemporary concern. Some of this concern is directed towards the professions and their professional practice. This paper examines the role of values in home economics, focusing specifically on ethical values. Characteristics of ethics or of rational morality are reviewed and are related to concepts from recent writings in home economics. Particular attention is given to the process of reasoning as one aspect of ethical behavior. Some implications for home economists are given.

Résumé

Les questions de morale et de conduite morale préoccupent de plus en plus le monde contemporain. Cette préoccupation concerne en partie les professions et la pratique professionnelle. Le but de cette étude est d'examiner le rôle que jouent les valeurs dans l'économie familiale, en se concentrant de façon plus spécifique sur les valeurs morales. On y passe en revue les caractéristiques de la morale ou de la moralité rationnelle que l'on met en relation avec des concepts tirés de publications récentes en économie domestique. Une attention particulière est accordée au processus du raisonnement comme l'un des aspects de la conduite morale. On y donne quelques implications destinées aux économistes familiaux.

Although this subject matter is considered by many to be obscure and abstract, questions of ethics and ethical behavior are increasingly matters of contemporary concern. In the public arena, we are concerned with the wielding of political influence and political friendship for personal advantage. We are disturbed by the bribes and ripoffs attributed to business and industry. And we generally deplore what is called "the lack of morals" or "the declining morals" of our fellow citizens, especially our young people.

Concern for ethics may also be found in the professional arena. Recently, we have seen the founding of the Canadian Movement for Scientific Responsibility, a movement "to foster a better understanding of scientific discovery and its consequences on the future of man and his environment" (*University Affairs,* May 1979, p. 10). Researchers are required to consider the ethics of the use of human and sometimes animal subjects for experimental purposes. In medical practice, attention is being given to the ethics of giving or withholding medication or treatment.

At this point in time, then, it is not surprising that home economics, as a profession dealing with people, is making more explicit its special concerns for ethics. The purpose of this article is to explore one approach to understanding ethics and to consider some implications of these ideas for the professional practice of home economics. As ethical values are one kind of value, it may be helpful to review briefly some basic ideas concerning the role of values in home economics.

Values and Ethics in Home Economics

Home economics is greatly indebted to Marjorie Brown of the University of Minnesota for her insightful thinking on the role of values in home economics. In a paper published in the late '60's, she identified three ways in which values entered into home economics: 1) values as objects of scientific study; 2) values as statements of truth in home economics subject matter; and 3) values as that which is considered to be desirable in the pursuit of home economics as a field of study and as a profession (Brown, 1967). ?

The first of these — values as objects of scientific study — is the least controversial and was not dealt with by Brown in her paper nor will it be dealt with here. She indicated that the second — values as statements of truth — was considered by some home economists to be an objectionable practice. At least in the recent past, many home economists have believed that we should not make value judgments nor impose them on others. Although Brown did not pursue this point in her paper, I hope that this presentation will further clarify this dimension of values by pointing out some of the characteristics of value judgments which make them appropriate or inappropriate in certain circumstances.

The focus of Brown's work was on the third alternative — values as indications of what is considered to be desirable in the pursuit of home economics. She states, "Our conceptions of the desirable in home economics as a field serve as the standards by which we *as home economists* are influenced to choose, professionally, within the limits of alternatives we see

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open to us" (ibid, p. 770). What is it that home economists should try to accomplish *as home economists,* and what ways of thinking and acting should characterize home economics professional practice? Our answers to these questions indicate our basic goals and assumptions which give direction to the theoretical focus and content of the field, to the objectives to be met, and to the procedures to be used. These goals and assumptions are values choices.

Brown believed that significant "values work" needed to be done in home economics in order to distinguish between those values which home economists hold *as home economists* and those which they may hold as persons. Such work would help home economists make the values *of the field* more explicit and thus more open to examination and to potential agreement. She believed that failure to seek agreement on the values of the field often turned home economics into a convenient personal career rather than a professional field toward which all make corporately responsible contributions.

More recently, Marjorie Brown, along with Beatrice Paolucci of Michigan State University, were commissioned by the American Home Economics Association to write a paper entitled Home Economics: A Definition (1978).[1] This paper is a part of the ongoing efforts of the field to refine and extend the meaning of home economics. In this paper, they explore in some detail the rationale for home economics and some of the major concepts important in understanding home economics. As such, it is not a definition as we are used to thinking of definitions, but a reasoned explanation of one concept of home economics. I do not intend to review the entire paper at this time, but to identify some of their key ideas on topics relevant to our concern for ethics and home economics.

- **On definition:** Brown and Paolucci believe that a definition of the field should have its roots in the history of home economics and should specify the intellectual and the ethical base of the profession. It should be more than a statement and should include both attitudes and ways of thinking or acting. They state that beliefs, attitudes, and actions should be founded in reasons which are openly examined through critical reflection.

- **On profession:** They identify home economics as a profession with a mission or social end which helps to formulate and to accomplish social goals. It is not a value-free profession, as it is concerned with improving the practice of families. Improving families involves making (and helping families to make) practical judgments. As these judgments affect others, they have a moral dimension. Our professional practice must be morally defensible.

- **On practical science:** Home economics is a practical science which mediates between theory and the practice of families and family members and which binds together philosophy and empirical science.

- **On mission:** Home economics is a profession oriented toward providing something beneficial for society. This is our mission, and it should be sufficiently limited in order to provide competent and morally responsible service. In achieving the mission, it is possible to become concerned for the means to the end without questioning the ends themselves for their worth or defensibility.

- **On practical problems:** Practical problems are questions about what actions to take. As these may involve several alternatives not all of which may be equally sound, the solution to practical problems involves the use of reason and requires value judgments.

- **On action:** Home economists are concerned with the actions of families in relation to individual self-formation. Actions are social in nature and as such affect the actor and have consequences, including moral consequences, for others. To understand actions, one does not look for causes but for reasons.

- **On modes of thinking:** As home economists seek seriously to answer important questions, they must be concerned with orderly and persistent ways of bringing reason to bear on these questions. This allows actions and judgments to be open to critical reflection and to rational examination. To discipline our thinking for such tasks, we must discipline our use of language.

A number of themes recur in these points from the Brown and Paolucci paper; judgement, moral, reason, and rational. These themes are central to the approach to ethics which I believe is relevant for home economics.

Characteristics of Ethics/Morality

It should be apparent from the preceding that ethics has an important role in home economics, that is, that we have some professional obligation to act ethically and to assist our clientele to act ethically. If we are going to fulfill this obligation, we must become clear about what "acting ethically" entails.

The terms "ethics" and "morality" are generally used interchangeably as they refer to the same dimension of philosophy. Most people do not have difficulty with the term "ethics"; "morality", however, may generate some uncomfortable feelings as this term has long been associated with repression and with guilt. This is *not* the interpretation of morality which is being used in the Brown and Paolucci paper or in this ~~session~~. paper

The concept of ethics or of morality which I wish to discuss is generally called "rational morality". A brief explanation of this concept and an indication of some of its major features should help to indicate the relevance of this approach for home economics.

> Moral or immoral acts are those acts that it makes sense to describe as right or wrong, good or bad. They are acts that have, or are likely to have, helpful or harmful effects on the lives of others. They are acts that are covered by the rules of right conduct, such as "One ought to tell the truth", or "One ought to keep his or her promises." (Schulte and Teal, 1975, p. 228)

Ethics and morality, then, have to do with matters of right or wrong in our relationships and interactions with others.

Three major characteristics are central to rational morality. First of all, the foundations of ethics or of rational morality are those most general principles designed to resolve conflicts of interest. In such resolution, serious consideration is given to an equal and impartial consideration of the rights of all who are affected by a given situation.

> Moral judgments, or judgments from the moral point of view, are judgments based on a consideration of how other people are to be treated, how their interests are to weigh against one's own. The point of making a moral judgment is to adjudicate a conflict of interests, typically human interests. Were our interests never in conflict

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[1] Editor's Note: References to this work may be found in the *Canadian Home Economics Journal* 30(2), 1980, pp. 111-114; 129.

> there would be no occasion for making moral judgments or having moral principles. (Coombs, 1975, p. 9)

This indicates that morality is not some sort of mystical entity, but is a practical tool which has evolved along with mankind and is concerned with day-to-day activities (Boyd, 1979). We *use* ethics or morality in order to help resolve issues and solve problems.

Another characteristic is that the rationality of a moral judgment is not determined by some objective feature of a specific judgment, but by the *kind of reasoning* which the judger uses. Giving reasons puts the matter up for public discussion and places some emphasis on the relevance of the reasons advanced (Peters, 1967). The principles of morality are used to help determine the relevance of the reasons.

The importance of this characteristic of morality has been stated very clearly by Boyd (1979, p. 114).

> First of all, I realize that when I face a moral problem I must be ready to stop and think. I may have my opinion. I may have very strong feelings that my opinion is right. But if it is a moral question I cannot leave it at that, because neither my having an opinion nor my feeling very strongly that it is right *makes* it right. Whether my judgment *is* right or wrong is an open question that demands answering. It remains necessarily open as long as I look at it solely from within myself: introspection may get me a little closer, but it is ultimately a dead end as an avenue of answering this kind of question. The direction of answering this kind of question lies not within me or my feelings, but rather in my use of conceptual systems, rules of relevance, and canons of logic shared with other individuals. When I consider a moral question, I aim at an answer that will stand up when tested by other people against shared criteria.
>
> A second posture modifies the first. It is that my thinking about moral questions is characterized by 'open-mindedness'. I have a willingness — almost a compulsion — to keep the question open, to follow wherever reason leads. I do not assume that I am infallible (or nearly so) and I am not dogmatic when I think I may be right; on the contrary, I sense the likelihood of my mistakes and I *make room* for them. My judgments are not inseparable parts of fixed, immutable positions to which my identity adheres; instead, they are synthetic results of my assuming flexible perspectives which I can and do share with anyone. Judgments which are 'compelling' to me are not immediately given and self-evident but are, instead, the results of a deliberative process with a real temporal dimension. Finally, in order to act I need not think of my judgments as either totally right or totally wrong; I am satisfied with contextual truth and degrees of certainty. I may never know for sure whether my judgment is right; but I am not looking for certainty, only for sufficient justification to act with respect to this question here and now. (Boyd, 1979, p. 114)

A third characteristic of morality is that moral judgments are meant to be prescriptive. The general aims of moral discussion and deliberation are not to *describe* what is or is not, but to *prescribe* what ought to be. These prescriptions are made as moral or ethical principles whose function is to serve as a guide to conduct, helping one to decide between competing codes of conduct or between conflicts of duties. Principles are more abstract and more universal than rules or codes of conduct and thus may serve as grounds of support for them.

While the preceding are not the only features of morality, they are central features, and they have some implications for home economists. One is that we need to think seriously about questions of ethics and morality, recognizing particularly aspects of our professional practice where conflicts of interest might occur. (These might be conflicts of interests between home economists and their clientele, or conflicts of interests between clientele where home economists may be able to make some contribution.)

Another implication is that we need to learn to use the processes of reasoning in order to insure that our judgments are rational and can stand up to critical reflection. I would like to focus more specifically on this implication at this time.

Reasoning About Ethical/Moral Issues

What is involved in learning to reason about an issue or in learning to give reasons as justification for a judgment? What are the "orderly and persistent ways of bringing reason to bear" which Brown and Paolucci mention? The Association for Values Education and Research (AVER), an interdisciplinary research group based at The University of British Columbia, has been concerned with this question for a number of years. As they state in their prospectus,

> It is the case that young people lack rational means of dealing with the bewildering range of value choices that confronts them in modern society. How can various institutions, and adults generally, contribute responsibly to meeting this problem? Obviously, the outcome to be sought is not that students will have been indoctrinated in any particular value positions, but that *they will act according to certain standards of reasoning in arriving at judgments and decisions.* (Association for Values Education and Research, 1979, p. 2)

Home economists, of course, are not just concerned with young people and how they arrive at judgments and decisions. We are concerned with how people of all ages and *how we ourselves* arrive at these judgments and decisions.

Although we do not have space to deal with "how to reason" in depth, it may be helpful to examine some of the major processes involved in learning to reason about values questions and issues. AVER believes that the following are among the most important steps in reasoning.

- **Being able to differentiate value judgments, claims, or issues from other sorts of judgments, claims, or issues.**

As I suggested earlier, value judgments have generally been troublesome for home economists. We have avoided making them whenever possible, and have been apologetic when we do find ourselves making them. However, judgments are a critical element in reasoning about values issues. Clarifying their role and, or, purpose may help us to feel more comfortable about their presence in our work.

In value reasoning, value judgments are distinguished from other kinds of claims which AVER calls factual claims. A factual claim is a statement which is identified as true or false on the basis of evidence (empirical claims) or by reference to definition or meaning (analytical claims). Thus, factual claims refer to *kinds* of statements, not to statements which are true. As it is likely that some factual claims are *not* true, it is important in value reasoning (as in other kinds of thinking), to determine which statements are factual statements and then to determine which of those *kinds* of statements are true and which are false.

Value judgments are statements which rate things with respect to their worth.

> The truth of *value claims* cannot be determined by either of the methods appropriate to factual claims. We cannot, for example, determine the truth of the value claim "It is wrong to hurt people" by observing hurt people or by getting clear about the meanings of the words in the statement . . . value claims are justified in ways rather different from these. Value claims involve the application of value standards and the justification of such standards. . . . Since value judgments are justified by reasoning very different from that used in justifying factual (empirical or analytical) judgments, an educated person has to be able to tell when he is making a value judgment rather than a factual one. If he cannot make this discrimination, he is likely to be confused about what counts as adequate justification for his judgments. (Association for Values Education and Research, 1978, p. 7)

Both value judgments and factual claims are important in value reasoning, as value judgments are logically dependent to a degree upon factual considerations, that is, factual claims serve as evidence for value judgments.

Value judgments also imply a value principle or value standard. Making a value judgment commits the evaluator to the value principle implied by the judgment. It is this principle which is tested for acceptability (see "Being able to test the adequacy of value principles" below).

- **Understanding the different kinds of value judgments a person can make.**

Value judgments may have worth for different kinds of reasons, that is, a value judgment may be made from a number of different points of view. Some of the more common points of view include *moral, legal, aesthetic, health and safety, economic,* and *prudential.* In order to be rational, a value judgment and the reasons (factual claims) supporting that judgment should be made from the same point of view. A legal judgment should be supported with a legal factual claim; an economic judgment should be supported with an economic factual claim; a moral judgment should be supported with a moral factual claim.

It is possible, however, to make a value judgment from one point of view ("It is wrong to hit others") and to give reasons for that judgment from another point of view ("Because I will be punished"). In this example, the judgment is a moral judgment and the reason justifying the judgment is a prudential reason. These two points of view may be easily confused as both are attempts to determine the worth of actions on matters of significant interest to human beings. In general, the prudential point of view takes into account only the consequences of an action for the interests and the concerns of the actor, while the moral point of view takes into account the effects of the action on the interests and the concerns of people in general.

In making an *overall* judgment where several different points of view may be appropriate, the more points of view taken into account, the more rational the judgment. Being aware of and seeking different points of view relevant to a value judgment helps to ensure that one does not ignore important evidence.

- **Understanding the structure of value reasoning (the practical syllogism).**

Whenever one makes a value judgment, one is committed to having good reasons for that judgment. These reasons include two things: a) some factual claim about the value object, and 2) a value principle which is logically relevant to both the value judgment and the factual claim. These together form the basic structure of value reasoning and, borrowing from Aristotle, are called the practical syllogism. As this example will illustrate, most of us are familiar with the structure of value reasoning.

Value principles: Human beings deserve to be treated with respect.
Factual claim: Indians are human beings.
Value judgment: Indians deserve to be treated with respect.

Although in practice value reasoning may become quite complex, involving many different judgments and claims, the basic structure remains the same: a value principle and a factual claim which together form a deductive argument from which the value judgment to be justified can be validly deduced.

- **Being able to test the adequacy of value principles.**

The practical syllogism can be used to check whether or not one's reasoning is *valid,* but this process does not help to determine whether or not the principles being used are *acceptable.* (You will recall that earlier I had indicated that the important distinction between factual claims and value judgments was the method by which one determined the truth or the acceptability of the statement. Factual claims are found to be true or false on the basis of evidence or of meaning. Value judgments are not considered to be true or false but are judged to be acceptable or unacceptable.)

Determining the acceptability of a value judgment requires that one identify the value principle implied by a value judgment (using the practical syllogism) and then "test" that principle using a series of principle tests. AVER uses four principle tests in their work on value reasoning: the role exchange test; the universal consequence test; the new cases test; and the subsumption test.

In the role exchange test, one identifies persons significantly affected by a judgment, imagines the consequences of the judgment for those most adversely affected, and determines if they would accept the consequences of that judgment if they themselves were the most adversely affected. To "pass" this test, one must accept consequences; that all persons be treated the same unless there are good reasons or justification for treating them differently; and that, in a case where not every person has the right to engage in an action, no one has the right to engage in the action without good reasons or justification. The new cases test applies the principle used in one value judgment to similar relevant cases. It is based on the idea that we can accept a principle only if we can accept all of the judgments that derive from it. The subsumption test is a matter of finding out whether or not the value principle follows logically from some higher-order value principle which is acceptable to the judger. (Association for Values Education and Research, 1978)

Summary and Conclusion

As the above suggests, learning to reason about values issues is a somewhat complex though orderly process. It requires that we move from making pronouncements on issues to thinking seriously about them, and that we not ignore or avoid value judgments but learn to be rational about them. This means seeking factual claims which serve as evidence for judgments; determining the value principles which logically derive from the judgments; and then testing the principles for acceptability. Such a process allows us to meet some of the challenges presented to us by the Brown and Paolucci paper — to openly examine our actions through reason; to question our ends for their worth or acceptability; and to make judgments which are open to public scrutiny.

I suggested earlier two implications for home economists of our concern for ethics in home economics: first, that we identify where in fact questions of ethics (conflicts of interests) occur in home economics, and second, that we learn to use the processes of reasoning to justify our judgments and our actions. In closing, I would add a third implication. As we learn to think more clearly about ethical matters, we translate this thinking into action. As Boyd (1979) indicated, ethics or morality is not some sort of mystical entity but a practical tool concerned with our day-to-day activities and actions. Our contemporary challenge as home economists is to learn to use this practical tool. ●

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Decision Making in Housing

(Continued from page 165)

- Which decision rules were used, if any?
- Who was responsible for the final decision? Why?
- What effect might the decision have on this family or family member?
- How does the decision made show values and standards in how resources of money, time, friends, and skills were used?

2. Select a current news event or proposed legislation that might be of interest to the students. Collect newspaper articles and editorials on the issue while the decision is being made or trace the process leading up to the decision. Have students try to identify the factors leading up to the decision as well as the roles of politicians, consumers, and business in the decision.

3. Have the students select a decision they plan to make about purchasing (or renting) an item such as cross country or down hill skis. Have them locate information sources in the media related to the purchasing decision and analyse the sources as an aid in the decision process; for example, are they encouraging snap decisions or decision process, are they helpful in the information search?

4. Have students make a list of current songs that show problems with not being able to make decisions.

5. Collect appropriate advice columns from newspapers or magazines as these columns generally focus on a person's wanting advice on selecting the best alternative for a decision that they are facing. Have the students analyse these for a) what is the decision? b) what alternatives are considered? c) how are the consequences of alternatives assessed? d) how adequate is the information for the advice given? e) what do they think of this method of making a decision, that is, having someone else give an opinion?

6. Select several magazines that are popular with the students and have the students work in small groups to list the type of articles and the number of articles or magazines that try to help the reader make decisions. Use the questions stated in activity five to assist in evaluating the decision process. ●

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Phyllis Johnson completed her doctorate with Francille M. Firebaugh, Professor of Home Management at The Ohio State University in 1978. Her dissertation research was on *Non-routine Management of Employment and Family Responsibilities by Divorced Mothers.* Current research areas include financial management of various ethnic groups and women and work with a focus on occupational characteristics that assist or hinder management of dual responsibilities.

Dr. Johnson experiences include work as a Family Financial Counselor and Supervisor of Student Counselors at an army base in Kansas, six years of teaching at a private college, Southwestern College, Winfield, Kansas, and work as a graduate research associate on a Computer Budgeting Program for the Unemployed. Her awards and distinctions include The Ohio State University Graduate Student Alumni Research Award (1978); Selected participant for American Association of Home Economics Administrator's Workshop for Future Administrators (July, 1973); Educational Professional Development Fellowship (1969-70); and she is a member of Phi Kappa Phi, Kappa Omicron Phi, Omicron Nu, and Phi Upsilon Omicron.

Dr. Johnson is an assistant professor in Family Resource Management, School of Home Economics, The University of British Columbia.

Indochinese Immigrants: Some Food Habits and Nutritional Considerations, a recent article in *Nutrition Notes for Nurses* published by the Home Economics Directorate in Manitoba deals with Indochinese food habits and their awareness of nutrition. The newsletter also contains a *Statement on Diet and Hyperactivity* prepared by the Dietetic Association of Manitoba and the Manitoba Home Economics Association.

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Women and Professionalism

Jennifer Welsh

For whatever reason — and however discouraging or comforting it may be — there are still several generalizations that can be made about women professionals, and professions that are largely comprised of women. At a time when home economists in Ontario are working toward increased professionalism, I want to convey some of my interpretations of the challenges and opportunities which we face as a profession — largely female — whose main concern is the quality of family life.

It is ironic that the very characteristics that hamper women in competing professionally are the qualities that gave strength to family life in the past. And as we endeavour to professionalize further, we will increasingly confront what appears to be an either/or option . . . either we do it the way the men did it, or we continue to be a weak profession.

It is useful to look at history to help understand how current situations developed. But it grieves me to see how historical models — either of the family or the workplace — are increasingly being regarded as right and natural simply because our recent modifications of these models have not been without difficulty! It grieves me because I cannot accept the old models which assume that socializing and nurturing were the role of the female, and worldly participation and breadwinning were the role of the male. To revert to such assumptions ignores our wholeness and potential as human beings, albeit much easier for running our society because vested interests still reflect these assumptions.

The following generalizations could be made about most career women:

- They tend to enter personal service or helping professions.
- They tend to be more sensitive and gentle, and less aggressive and competitive than their male counterparts.
- They are subordinate to male collegues.
- They are not well plugged-in to informal communications with their superiors, or they are not part of the "old boy" network.
- They show little understanding of power, and fear to use it.
- They lack self-image, aspirations and career expectations which include moving into powerful positions.

Rather than suggesting that all these qualities should be changed in order for women to succeed professionally, I suggest that some redistribution should be considered. The first two characteristics would seem both honorable and crucial for a humane world — and, in fact, worthy of much more equal distribution among men. If we care about human potential, then surely encouraging men's capacity and opportunity for nurturing is as important as developing women's potential in the workplace.

The latter four points of the list reflect to me not only the inequities of the system, but also the fact that women do not take their own career development as seriously as men take theirs. It could be argued that women do this in order to optimize the options of work and family in their lives. But if *they* do not take their own career plans seriously, why should their male colleagues, or their families, take their career seriously?

It would be interesting to know how many of our profession in their homelives have work-space and work-time over which their family members will not trespass . . . or how many of our married membership list themselves separately in the phone directory rather than under their husband's name? These might be subtle measures of how seriously we consider our professional commitment.

I do not mean to mystify professionalism and career building. But I do suggest that we (women) ought to confront our career commitments and plans earlier in life, and at the same time attempt to humanize the workplace. It seems to me that the problems of career women lie more in the constraints and limitations of "working" as part of one's life, than in the constraints of family life. And in this respect, I feel it is wiser that women *not* compromise in their commitment to "family" (as men have unwittingly done with a misguided sense of duty) — but that they make every effort to bring an awareness of family life into the workplace. Is it not more imaginative to consider options like job sharing, flexible hours, "birth" leaves and more part-time work for both men and women, than to choose among the stultifying existences of unemployment, fulltime motherhood or "overworked" fulltime work?

Challenging the system inevitably brings us as a profession to confronting our values. It is a myth to think that as a profession or a professional we can be neutral on any issue. To abstain is simply to perpetuate the situation that exists (one that is quite comfortable for many of us in spite of our sex). If we really care about quality of life and human potential, now and in the future, we must confront a wide range of questions related to values and the power necessary to implement them.

In this respect, in our process of professionalizing, we must address what really are our values, goals and standards, and to what degree the traditional (or masculine) approach to professionalizing will further our mission. The consumer movement has criticized many professions as contriving merely to control occupational areas and to breed dependency among clients. We must examine such critiques when we choose our direction.

And recognizing that the myth of neutrality conflicts with the historical pretense that professionals were apolitical so as not to impose on a client, we must examine the nature of the relationship with our clients. It is only if we *control* our clients, that we *impose* our values on them. However, if our position is one of *empowering* our clients, both in the short term and the long term, we need not fear making our value framework clear. To pretend that the practice of one's profession is any less laden with values than rearing one's family is a myth that our world can no longer afford. This, too, is part of humanizing the workplace. ●

From the Ontario Home Economics Association Newsletter, 1980, No. 1 (February). Reprinted by permission.

Jennifer Welsh is a member of the teaching staff of Ryerson Polytechnical Institute and past chairman of the CHEA Professional Development Committee.

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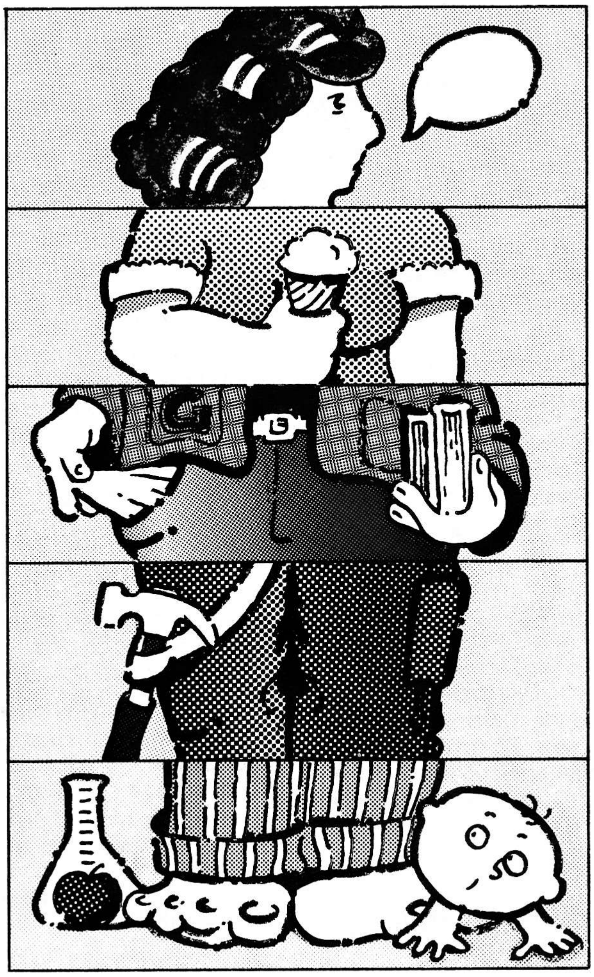
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Abstracts of Current Literature

Submitted by
Brescia College
London, Ontario

Dietary Salt

IFT expert panel on food safety and nutrition and the committee on public information.
1980
Food Technology, 34(1): 85-91

Sodium chloride is essential for the normal functioning of the human body. The sodium ion is required for the maintenance of blood pressure, the passage of water in and out of the cells, the transmission of nerve impulses and for the metabolism of dietary carbohydrate and protein. The chloride ion is involved in the acid-base balance in blood and in the formation of the hydrochloric acid in the gastric juice.

The minimum sodium requirement has been estimated as 200 mg (0.5 salt, which is 43% sodium) for both infants and adults. On the basis of body weight, infants require much more sodium than adults because of their faster growth rate and greater loss of sodium through the skin and feces. The minimum amount of sodium must be obtained from dietary salt. A salt deficiency can cause headaches, weakness, lack of concentration, poor memory and poor appetite.

A recent concern is the high salt intake of North Americans, because excess salt may cause hypertension (or high blood pressure). A typical North American diet contains 10-12 g salt. Many foods are sources of dietary sodium: beets, carrots, spinach, ground beef, pork chops, codfish, and milk contain 45 mg/100 g, and celery, beef liver, and eggs provide more than 100 mg/100 g. The richest sources of sodium are cheese (Blue, Parmesan, Processed), bacon, soda crackers and pickles; each of these contains more than 1,000 mg/100 g. Other sources are bread, canned vegetables, and non-prescription drugs.

The current recommended salt intake is 8 g per day. Since potassium has a protective action against sodium-induced hypertension; it is suggested that individuals on a reduced sodium diet may benefit from salting their foods with a mixture of sodium and potassium.

S. Chen

Continuous subcutaneous infusion of insulin in the management of diabetes mellitus

M.C. Champion, G.A.A. Shepherd, N.W. Rodger and J. Dupre
1980
Diabetes, 29: 206-212

Small portable pumps delivering insulin solutions have been used by insulin-dependent diabetic patients for periods up to seven months. A battery-powered pump delivers the insulin at a basal rate throughout the day via subcutaneous infusion. Subjects wearing the pumps can carry on normal activities. Before meals, the rate of infusion can be accelerated as required to mimic the normal secretion of insulin as in a healthy person. Thus this method is designed to keep plasma glucose in the normal range by simulating the normal secretion of insulin. The effectiveness of this treatment was compared with that of the usual therapy using injections of insulin given two times a day. Control of blood glucose was better with this regimen than with the usual therapy both between and during meals. In studies in hospital, continuous infusion of insulin did not cause hypoglycemia on omission of meals or with vigorous exercise. The possible effects of accidental failure of the pump were studied by abruptly stopping the infusion for twelve hours overnight; moderate ketoacidosis resulted and was readily corrected by resuming the infusion of insulin. The total dose of insulin required per day was reduced significantly in comparison with the usual therapy; this result may reflect the more appropriate timing of delivery of insulin in relation to meals. The treatment can be maintained by the patients themselves; use of the pump allows them a desirable flexibility in the timing of meals and activities. The effects of this treatment on the complications of diabetes mellitus will be followed in long-term studies. Self-administered infusion of insulin appears to be a safe and practical way to achieve excellent control of blood glucose in insulin-dependent diabetics.

Margaret T. Behme

Clothing and personal attractiveness of adolescents related to conformity to clothing mode, peer acceptance, and leadership potential.

Anna M. Creekmore.
1980
Home Economics Research Journal, 8(3): 203-215

Research has indicated that an individual's personal appearance strongly influences others' perceptions of him or her in social interactions. Many studies have investigated physical attractiveness based solely on facial characteristics and physical attributes. Clothing, however, is an important aspect of personal appearance and could influence others' evaluations of the wearer.

This investigation related the personal attractiveness and clothing attractiveness of 228 high school boys and girls to awareness of, and conformity to, the modal dress, to various types of peer acceptance, to participation in high school activities, and to leadership potential.

Male and female college students viewed movies of the subjects and rated their personal attractiveness. The subjects were administered a questionnaire which dealt with biographical background, peer acceptance, clothing awareness, and social acceptance.

Significant correlation coefficients indicated that attractive students generally wore attractive clothing and were aware of and conformed to the modal dress. The attractive students were also more likely to be accepted by their peers, to be selected for prestigious roles in the high school, and to be more active in school activities than students rated as less attractive.

Personal appearance was more strongly related to each of the variables than was clothing attractiveness, implying that attractive clothing may increase personal appeal but cannot guarantee acceptance.

S. Horvath

Structuring and Detailing with Color

M. Drima
1980
Residential Interiors,
January/February, 1980,
pages 74-76.

The tradition of regarding color as an afterthought, an accent, prompts the author to ask if color is understood to its fullest potential or if the interior designer has been content to have partial success.

Its symbolic and economic worth and uses in varying environmental applications are understood. Drima goes so far as to state that the low-budget, austere architecture of today is the basis for the elevation of color to the status of a design basic — indeed the unifying factor in a design. Color becomes a means of conveying spatial concepts, of organizing and detailing interior spaces. It is then both "structural and functional."

When these structural and functional attributes of color are realized, classical color arrangements and architectural details are worth reconsideration. Historical concepts of ornamentation and color balance cannot be simply duplicated; instead color can expand the idea of ornamentation where no architectural details exist. Spatial connections between furnishings and the interior walls can be made by the use of color. Color provides the cohesive detail present in the rooms of Robert Adam, where ceiling and rug designs, walls and furniture repeat a common theme.

This article suggests the updating of color usage to define architectural elements, the large masses and their formal relationships to each other. A following article by R. Horn, "Connecting with Color," pp. 78, 80 and 114, furthers these thoughts by analyzing the symbolic and structural uses of color on facades and interiors in the work of architect, M. Graves.

Shelagh Stewart

Energy consumption for textiles and apparel

Annette Polyzou
1979,
Family Economics Review, Spring,
3-9

The need and opportunities for energy conservation are analyzed through an assessment of the amount of energy consumed per year in United States textile and apparel production and through a comparative assessment of energy consumption in terms of production, maintenance and wear-life of apparel made of natural as opposed to synthetic fibres. The data indicates a consistent decrease in the production and consumption of natural fibre fabrics and a comparable increase in the use of synthetic fibre fabrics over the last thirty year period.

Considering the entire chain of energy-consuming phases between fibre production and the end of a garment's life, the data suggest that consumer practices which "reduce energy use in maintenance or extend the wear-life of garments may be more important than fibre choice." This judgment is based on an analysis of United States Department of Commerce and Labor statistics for 1976 and on other reported studies which assessed maintenance and wear-life characteristics of a 100% cotton shirt and a 65% polyester, 35% cotton shirt.

Energy conserving properties have been incorporated in the fibre, fabric and apparel-production stages of the manufacturing process of apparel made of both natural and synthetic-fibre fabrics. This article stresses the consumer's responsibility to further conserve energy by altering maintenance practices, by extending the wear-life and by selecting apparel designed to remain fashionable and appealing for a longer period of time with less need for energy-consuming maintenance.

Janice Shivers

Uganda Book Project*

At the Canadian Home Economics International Development seminar in Halifax in July 1979, Mary Engoru, a graduate student from Uganda presented a request to assist the home economics professionals in her country. Since 1972 Uganda has been under the tension and violence of civil war. Libraries and school facilities have been vandalized. Now the country is becoming more settled and it is necessary to restore the educational system.

Saskatchewan Home Economics Association was asked by the CHEA committee to work with Mary Engoru. Books for secondary schools are the focus of the project and a list of books suitable for use in Uganda will be made. This spring, a trial mail bag will be sent to a school in Uganda which has agreed to act as a depot. The Uganda Department of Education has been contacted for a list of schools in need. The Canadian International Development Agency (CIDA) will match each dollar home economists provide with four dollars to purchase books and cover mailing costs. The Overseas Book Center will provide supplies and advice about packaging any books collected.

Money or books may be contributed to the Saskatchewan project. First send a letter listing the books you could contribute to Uganda Book Project, College of Home Economics, University of Saskatchewan, Saskatoon, Saskatchewan, S7N 0W0. The committee will let you know where to send the books. If you wish to contribute money, send a cheque or money order made out to the Saskatchewan Home Economics Association, for Uganda Books, to the treasurer, Mrs. Barbara Sanderson, Box 35, Rosetown, Saskatchewan, S0L 2V0.

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*Reprinted from the *Saskatchewan Home Economics Association Newsletter,* 3 (8), 1980.

Mary Swartz Rose 1874 - 1941 Pioneer in Nutrition *by Juanita Archibald Eagles, Orrea Florence Pye and Clara Mae Taylor. New York: Teachers College, Columbia University, 1979. p. 128; $9.95.*

This biography of Mary Swartz Rose should be in all College of Home Economics libraries because Dr. Rose was a scholar who not only pioneered in the study of human nutrition but also in carrying out a professional career while raising a son and running a home for her equally busy professional husband.

Juanita Archibald Eagles, the primary author, is a Canadian. She did not know Mary Swartz Rose personally but studied and taught at Teachers College along with the two co-authors, who were Dr. Rose's students and co-workers.

The book includes 27 black and white prints and 11 tables. Many of the prints are of Dr. Rose and her family and colleagues. The tables include lists of her research papers, classes offered, memberships, honors, publications, student assistants and numerous other items. The Epilogue is composed of reminiscences from friends and colleagues. These lists and reminiscences make for disjointed and perhaps repetitive reading but they serve a purpose in helping the reader to know Mary Swartz Rose through her work and through the opinions held by people who knew her. Home economists who were undergraduates 40 or 50 years ago remember her books as exciting new sources of information on nutrition. *A Laboratory Handbook of Dietetics* (1912), *Feeding the Family* (1916) and *Foundations of Nutrition* (1927) and their numerous revisions are now collectors' items.

Dr. Eagles and her co-authors have done very little editorializing, rather they state facts backed up by footnotes and extensive references. They have given us a great deal of information which is not often readily available. Examples of this information include: historical notes on the earliest knowledge about nutrition, books on nutrition available to Dr. Rose in 1910, and a list with dates of all publications of importance by Mary Swartz Rose. This pioneer in nutrition was a remarkable research worker and scholar as well as being a delightful person to know. We are indebted to the authors for bringing together and publishing details about her life and work.

E. Neige Todhunter in her Forward to the book sums it up well when she writes: "a book to provide valued information and enjoyment for all readers."

Reviewed by:
Edith Simpson
Dean Emeritus
University of Saskatchewan

Instruments for Assessing Selected Professional Competencies for Home Economics *by Home Economics Teacher Educators. Ames, Iowa: The Iowa State University Press, 1978, p. 418; $13.75 (paperback).*

This collection seems like a bargain for the audience for whom it is intended: teacher educators, researchers, scholars and teachers who have program evaluation responsibilities. As the title indicates, it is a collection of instruments for assessing such diverse competencies related to home economics as educational philosophy, profession role, program planning, the educative process and research. These are based on the competencies and criteria for professional education in home economics developed at a workshop and published as a monograph by the American Home Economics Association in 1974.

While CBPE is not a new idea, asking educators and researchers to collaborate to develop and share instruments about CBPE as it relates to home economics *is* new. The documents included are those which home economics educators chose to share and, therefore, the measures vary "in level of conceptualization, stage of development, and amount of reportable documentary data" (p. 5). What this appears to mean is that the materials included are useful and available but the user needs to view them to some degree as unfinished and open to interpretation.

The organization of the materials probably could have been done several ways. I think I would have found it helpful to put the competency being discussed together with the appropriate instruments. But it is only a minor point. As it is, what I would call Part I is an introductory section with a Foreword and Preface. Part II consists of the Selected Professional Competencies and Part III, the instruments. Part I and II together make up the first 27 pages, the index of instruments cited involves the next five pages and the remaining 386 pages are the collection of instruments.

Each instrument is introduced by title, purpose, a brief description, population, reliability, validation, comments/suggestions, selected references and the source of the instrument. This information is an important aspect in making Part III of this book highly useful. So regardless: whether the reader is familiar with the premises, controversies and literature on CBPE, the instruments alone make this collection a worthwhile manual to own.

Reviewed by:
Eleanore Vaines
Assistant Professor
University of British Columbia

Principles of Nutrition. Fourth Edition. *By Eva D. Wilson, Katherine H. Fisher and Pilar D. Garcia. New York: John Wiley & Sons, 1979.* 607 p., *$16.95.*

The fourth edition uses the same basic outline as the third edition — an introduction section on nutrition and food utilization followed by more lengthy sections devoted to individual nutrients and applied nutrition topics. Compared to the third edition this book is updated and better suited to the student user. One particularly valuable addition is the introductory section describing the six basic steps involved in the utilization of food. Addition of this section prepares the student for the more detailed discussion of individual nutrients which follows, especially if the student is a non-science student. The section on applied nutrition has been expanded to incorporate information on young adults and middle-aged persons. Canadian readers will note the limited coverage of the Canadian dietary standard in this edition. U.S.A. standards and programs are referred to throughout the book.

Each chapter is clearly organized and written. The chapter outline, summary, word glossary, questions and activities, and references aid the student. The extensive list of references make a good starting point for student papers. The appendix contains a food composition table with foods listed alphabetically rather than according to food groups. This edition includes the ADA Exchange System as well as metric conversion factors.

Science courses at the university level are not a pre-requisite since the book is written for use by university students from all disciplines. However, a background in science would be an asset due to the science-oriented approach used by the authors.

Overall, the book presents the "principles of nutrition" in a clear, well-organized manner. Instructors wishing to discuss the world food problem and cultural food habits may wish to consider books that are broader in scope. The suitability of this book depends on the nature of the course being taught.

Reviewed by:
Olive Moase, Assistant Professor
Department of Home Economics
Brescia College, London

Fitting Commercial Patterns, the Minott Method *by Jan Minott. Minneapolis, Minnesota: Burgess Publishing Co., 1978, p. 260; $10.95.*

For anyone dealing with pattern fitting, whether student, teacher, or layman, the Minott method may be worth considering.

Her method, called the "squared line principle" involves dividing the basic pattern horizontally and vertically into sections which can be moved up or down, in or out, as body variations dictate. This method, unlike traditional methods keeps all pattern parts in perfect alignment while allowing for specific adjustments to be made.

Selecting correct pattern size and careful measurement taking are keys to success, as are references to"wrinkle charts" which quickly point out problems and suggest remedies. These "wrinkle charts" in themselves would be useful in fitting any kind of garment, home sewn or purchased.

Once a basic garment is made to fit, a fit code can be developed which can be easily applied to any commercial pattern to result in always perfectly fitting finished garments. Minott also deals with design details such as necklines, collars, buttons and pockets, and style variations such as dartless patterns, yokes, empire lines, kimono and raglan sleeves, and princess seams.

A very detailed book with clear and well labelled diagrams, it would be suitable both for those with little experience in fitting, as well as providing an interesting alternative method for experts in the field.

Reviewed by:
Rose Fedorak, Assistant Professor
College of Home Economics
University of Saskatchewan

Folk Instruments *by Dennis Waring. Winnipeg: Hyperion Press Ltd., 1979, p. 168; $14.00 (paperbound).*

The subtitle of *Folk Instruments* is *Make Them and Play Them.* This book tells how to do both in simple easy-to-understand language for musicians and non-musicians alike.

Folk Instruments is divided into sections dealing with the three major families of musical instruments: strings, wind instruments, and percussion instruments (including melodic and atonal). It is prefaced with a section that briefly covers the scientific aspects of sound production. In each section, detailed instructions for making the various instruments are presented. These instructions list the tools and materials necessary followed by a step-by-step procedure. Pictures and diagrams of each instrument are very clear and easy to interpret. A short history of each instrument and basic playing suggestions are also given.

The instruments range from the extremely simple such as a "Comb and Tissue Kazoo" to the very demanding "Celtic Harp" with all levels of complexity between. In all there are 49 different instruments presented. Materials and tools required follow the same general range from household "junk" to the finest hardwoods.

Intended for all levels and types of readers, this book will be useful for diverse groups from preschool to post-secondary to the most demanding musical artisan. It will find application in general music courses, industrial arts programs, sociology programs, music history, and community groups such as Boy Scouts and Girl Guides.

As a professional musician and teacher, I was extremely pleased to find such a well-written and indepth resource book and would recommend it for all resource libraries.

Reviewed by:
D. R. Goodwin
Lamont, Alberta

Editor's Note: Book reviewers are still required, particularly in the areas of Housing, Family Relationships, Management, and Food Preparation. If you are interested in preparing a review, please contact the Book Review Editor, stating your area of interest. Complimentary books will be sent to you for review.

CUSO OVERSEAS OPPORTUNITY

HOME ECONOMICS OFFICERS

CUSO, a Canadian international development organization, is seeking three people with degrees or diplomas in home economics and some experience to train Nigerian extension personnel and supervise their work in rural centres. Kano state's literacy campaign includes a women's program in sewing, knitting, cooking, hygiene and crafts; rural women take six-week special workshops and then train other women in their area under the supervision of the home economics supervisor.

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For more information, write: **CUSO Agriculture-G2 Program**
151 Slater Street, Ottawa, Ontario K1P 5H5

Nutrition Information Service

The library at Ryerson Polytechnical Institute has initiated a new service aimed at providing a clearinghouse library for nutrition and nutrition education information.

The Nutrition Information Service idea originated with Donna MacDonald, a third-year degree student specializing in nutrition, who became aware of the wealth of free material available from a variety of agencies, associations and private companies and set about to collect it. As her project grew, it was integrated into the formal library structure.

The aim of the Nutrition Information Service is to systematically collect material on nutrition from a variety of agencies, including government departments, professional associations, private corporations, etc., to have this material evaluated by professional nutritionists and, to make it available both through publishing bibliographies and by providing copies of some of the material.

The collection includes all aspects of nutrition, including clinical nutrition, community health, foods and food science, and current nutritional topics such as stress, megavitamin therapy, infant feeding, and nutrition for the elderly.

For more information on NIS or on any specific nutritional topic, contact: Lorraine Wilson, Nutrition Information Service, Room L955, Learning Resource Centre, Ryerson Polytechnical Institute, 50 - Gould Street, TORONTO, Ontario M5G 1E8, Tel. 595-5400.

Kitchen Energy Cost

The Food Advisory Division laboratory of Agriculture Canada have been involved in research to determine energy costs related to appliances in the kitchen. The findings are interesting.

The basic kitchen, equipped with an electric range, fridge, kettle, toaster and electric frypan would require about 3000 kilowatt hours (kWh) each year. According to spokesmen at specific utility companies operating that kitchen alone for a year would cost a Calgary resident $79, an Ottawa resident $85, and a Halifax resident $157.

If you run a more luxurious kitchen with the addition of two increasingly common large appliances, a dishwasher and a freezer,the energy cost is 4300 kWh.

These figures indicate that the biggest energy users in the kitchen are the appliances that either make things hot or cold. The motors of mixers, blenders and other small appliances use comparatively little energy but when they replace jobs that you would do by hand, the costs add up. For example a countertop mixer, a carving knife and a can opener would add about 40 kWh each year. Many people have even more appliances in their kitchen than in these examples.

It is felt that more research is needed in this area as many conservation questions don't yet have answers, but some concrete ideas of how to cut kitchen energy costs and what kind of savings these would measure were found. You can save an average of 12% of the energy used in baking if you don't preheat the oven. Tests also showed that cooking a pot roast on the surface element instead of in the oven saved 75% of the energy. Boiling 1.5 L of water in an electric kettle instead of on the surface element uses 50% less energy.

Other research points to 15% savings that can be made if you purchase a manual defrost freezer instead of a frost-free freezer. Since self-cleaning ovens have better insulation some researchers report they are 30% to 50% more energy efficient than manual or continuous-clean ovens.

Research such as this will be more valuable as consumers become more aware of the need for energy efficiency and more aware of the pocket book savings that can result. ●

Inflation

What goods and services have increased the most in price over the last decade? According to Statistics Canada's detailed information on 100 items, ground coffee rose the most, 382% since 1969 (instant coffee was up 304%). Other items to rise greatly in price were property insurance premiums, raisins, fuel oil, honey, sugar, skim milk powder, fish, ground beef, and chocolate bars. Only one item on Statistics Canada's list fell in price over the 10 years — pantyhose (a 3% decline). Increases of less than 50% (about 4% annually) were recorded for electric ranges, washers, refrigerators, vacuum cleaners, tires, liquor, eggs, floor coverings and rents.

Standard of Living

According to a Statistics Canada survey of consumer finances for May, 1977, the average net worth of a Canadian household was $46,270, including assets of $54,480 and debts of $8,210. The biggest contributors to wealth were a home, (44% of wealth), business/farm/professional interests (24%), cottages and other real estate (10%), cars (5%), and other savings such as bank accounts, stocks, and cash (17%). Within the latter category of savings, 79% of families had bank deposits, while 37% had savings in credit unions or trust companies. One in four families owned Canada Savings Bonds, one in five had a registered retirement or home ownership savings plan, and one in ten owned stock. In total, 99% of families had some assets, while 60% had personal debts (averaging $3,820 in 1977) and 42% held mortgages.

Trends

Toys — The Canadian Toy Manufacturers Association expects the cost of plastic toys to rise as much as 30% by next Christmas (due to higher petro-chemical prices), while most other toy prices will increase 5-6%. Among the most popular toys for the 1980 shopping season will be electronic games and plastic models based on the science-fiction movie *The Black Hole,* predicts the Association.

Carpeting — The president of Harding Carpet Ltd. predicts higher carpet prices by March due to recent increases in the cost of raw materials and manufacturing. The prices of nylon, jute, and latex all have risen about 40% since 1979, due to higher petrochemical prices.

Microwave Ovens — will increase in popularity during the 1980's. One manufacturer has predicted that by 1990 every second home in Canada will have one. Saturation in Canada's market is 4.6% — way behind Japan where every third home has a microwave oven and the U.S. where every tenth home has one.

Talking Microwave Ovens?

A microwave oven which announces a selected cooking program, in a synthesized voice, will be introduced by Panasonic in the latter part of 1980. As each cooking mode is pressed during program selection, the word defrost, high, low, or warm is sounded. When the start pad is pressed the entire cooking program is repeated. Each stage of the program is voiced automatically during the cooking process. Delivery date and pricing of the oven have not been announced. The oven is part of the Genius line.

Micro Baste

Nestle is introducing *Micro Baste,* a liquid browning agent for foods cooked in a microwave oven. The Micro Baste is made entirely from natural ingredients and contains no preservatives, artificial colors or flavor. As Micro Baste adds color, but does not impart a flavor to food, it can be used on or with a wide range of foods. Brush on steaks or chops, on sauteed onions or mushrooms, or on pastry shells, or add a few drops to pale muffin or cake batter, or on coconut and almonds for a toasted color.

The Mysterious Myths of Microwave!

(Submitted by: Lois McIntosh, MicrOven Consultants Ltd.)

To many this still has a very real meaning! Nothing browns! Isn't it dangerous! I've heard meat is always tough! Such are a few of the common fallacies that are heard even with over two million microwave oven owners in Canada and the U.S. Can you trust something invisible? An oven that doesn't get hot!

After several years as a microwave consultant with several microwave oven manufacturers, one comes to the conclusion that more emphasis must be placed on providing consumers with product information, and on providing instructions on microwave cooking techniques.

With this in mind, our business began formally in 1976 to impart "Microwave Learning" to the public and to provide a reliable impartial source of updated information. Through consumer demand, it has grown and branched out to be an all encompassing sales and resource microwave centre.

Through the years, we have become involved in the International Microwave Power Institute, a world-wide organization dedicated to the research and study of all phases of microwave application. Through work with this organization, the need for improved microwave oven utensils became apparent, and this need led to the formation of Micro-Mac Distributors Ltd., a company to manufacture and distribute microwave oven accessories.

Many microwave accessories that appeared on the market were duplicates of their metal conventional counterparts and neglected allowances for the very different requirements of microwave cooking. Other accessories were aimed at a product useable in either conventional or microwave ovens. The fact still remained that products working well in conventional ovens did not necessarily produce the most desirable results in the microwave oven. The low heat absorbtion of certain thermal plastics along with their high resistance to breaking, their pliability and their high auto ignition temperature, made thermoplastics the most desirable material.

So the first step was careful research into the thermal plastic resins to find the material with the most desirable properties.

The next step was to explore the possibilities of starting a small business to manufacture microwave accessories in Canada. Though money for a small business is difficult to obtain and the capital cost required to set up any manufacturing operation is expensive Micro-Mac Distributors was established. Though small, Micro-Mac is able to maintain stringent quality control and an original design "the Multi-Rax" has now received approval by the U.S. patent examiners. This product is already on the market and doing well. Other complimentary multi-purpose cookware is presently in production.

Micro-Mac Consultants Limited and Micro-Mac Distributors both grew out of a need for reliable and extensive microwave information, appliances and accessories. Cooking schools are offered and professional seminars are available for teachers and manufacturers. A newsletter, "Micro-Mac Minutes" is an on-going support available for a minimal fee on a subscription basis. With these programs as well as the product lines available, a complete microwave service is provided.

For more information on these microwave businesses, contact: Lois A. McIntosh, President, Micro-Mac Distributors, P.O. Box 1842, CALGARY, Alberta T2G 4X3.

Prescription Foods

Kingsmill Foods Company Limited has introduced *Prescription Foods*, a line of products for specialized diets. These foods are free of at least one of the following components: gluten, egg, milk, corn or are restricted in protein content. At present the company has cake and cookie mixes as well as prepared cookies and gluten-free bread. Also available is Unimix bread mix, developed by the University of Toronto, along with a new recipe booklet.

Pastas, soya milk powder, Lact-Aid, melba toast, canned bread and low protein jelly powder are imported, although development work is progressing so these can be manufactured here and so reduce the cost.

These products may be ordered by mail from: Kingsmill Foods Company Limited, 1399 Kennedy Road, SCARBOROUGH, Ontario M1P 2L6.

Numeric Dating

Numeric Dating is a method of recording the date by putting the year first, then the month, then the day. January 4, 1980 becomes 80 01 04. The logic of this technique of recording a date becomes apparent when one is looking up past records that are arranged chronologically. The time in hours and minutes can be added and would be given in terms of the twenty-four-hour clock.

More details may be obtained from: "All Numeric Date and Times" (CAN3-2234-4-76), Canadian Standards Association, 178 - Rexdale Boulevard, REXDALE, Ontario M9W 1R3.

New Publications and Visuals

Children Are Consumers Too

This kit, *Children Are Consumers Too* is based on the premise that once consumer behaviour patterns have been established, they cannot be easily changed — that is why it is so important that consumer education begin at an early age. The kit includes activities for grades 4, 5 and 6 and has been pretested in schools in Ontario. Resource materials and a teacher's guide are also included. *Children Are Consumers Too* is available for $5.00 from the: Publication Centre, Ministry of Government Services, 880 - Bay Street, 5th Floor, TORONTO, Ontario M7A 1N8.

Meat Shopper's Guide

This guide provides information on cuts, grades and labelling of meat sold in Canada. Buying tips and cooking methods using the metric system are included. The *Meat Shopper's Guide* (publication #1690) is available free from; Information Services, Agriculture Canada, OTTAWA, Ontario K1A 0C7.

Energy Conservation Guides

Environment Views Teachers Guide, though not directly applicable in home economics classrooms, could easily be adapted; especially the 'Hooked on Convenience' activities.

Single copies of *Environment Views Teacher Guides* are available free from: Alberta Environment, 9820 - 106 Street, EDMONTON, Alberta T5K 2J6.

Fiber Fact Books

Guide To Man Made Fibers and *Man Made Fibers Fact Book* provide useful information on the basic principles of production, major uses, consumer care, genetic names and trademarks. Additional resource materials are also listed.

Single copies are available free from: Education Department, Man-Made Fiber Producers Assoc., Inc., 1150 - Seventeenth Street, N.W., WASHINGTON, D.C. 20036.

Want to Learn More About Investments?

With inflation continuing at ever increasing rates, one wants to know as much about Money Management as possible. The area of investments is a complex part of money management but the Canadian Securities Institute has a number of publications and courses to assist individuals increase their skills and knowledge on this topic.

The following publications are available in both French and English: *Investment Terms and Definitions* (56 pages, revised in 1976) — This booklet explains in simple question and answer form the Canadian capital market, how securities are issued and traded, bonds and debentures, preferred and common shares and rules for managing your investments. A glossary of investment terms is included. Single copies cost $1.00.

How to Read Financial Statements (40 pages with 8 page gate-fold cover showing sample financial statements, extensively revised in 1977) — This booklet explains how to understand the four financial statements in a corporation's annual report; then outlines the significant ratios analysts use to make meaningful interpretations of these statements. Single copies cost $1.50.

Federal Taxation And The Canadian Investor (22 pages, updated annually for Fall publication) — A guide on federal tax legislation which affects individual investors. Capital gains tax, taxation of investment income and tax-deferral savings plans are covered. Single copies cost $3.00.

Canadian Mutual Funds (88 pages, prepared 1976; updated Fall 1978) — A study of the Canadian mutual funds industry, the types of funds, how they are organized, how they invest their assets and how their securities are sold.

How To Invest Your Money In Canadian Securities (340 pages, 1978 edition) — Available in both English and French, this text has been used over the years by schools, universities, investment clubs, etc. Based on the questions of hundreds of Canadian investors and the experience of leading investment dealers and stockbrokers, it describes investment terms, principles and procedures and their wise use in the investment of your money. Chapters cover: why you should invest; sources of investment information; financial statements and how to interpret them; the appraisal of bonds, preferred and common shares, options, rights and warrants; how to buy stocks and bonds; building and managing an investment portfolio; tax considerations for investors; an investment glossary; and self-test questions and answers. The price for a home study course kit which includes the text, and the above publications (except Canadian Mutual Funds) is $15.00.

Order these publications and courses from: The Canadian Securities Institute, P.O. Box 225, Commerce Court South, TORONTO, Ontario M5C 1E8; The Canadian Securities Institute, P.O. Box 49151, The Bentall Centre, VANCOUVER, B.C. V7X 1J1.

Free!

Free! The Newsletter of Free Materials and Services provides teachers, librarians and consumers with a regular list of recommended free materials.

Items in *Free!* have been examined by professional reviewers, and verified as much as possible. A recent copy of the newsletter included free publications related to such topics as foods, consumer issues, energy and sports.

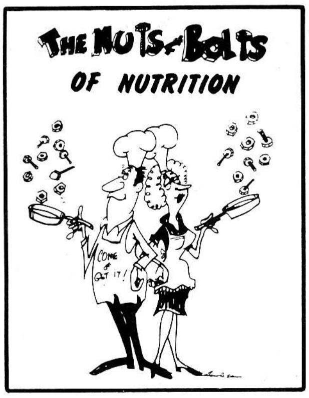
This newsletter is published six times a year and subscriptions are available at $10.00 per year from: Dyad Services, P.O. Box 4696, Station C, LONDON, Ontario N5W 5L7.

Sweet Nothings

A new collection of dessert recipes for diabetics and dieters is available from E.D. Smith. Every recipe in this booklet is accompanied by the calorie count, the diabetic exchange value, and an excellent photograph.

Sweet Nothings is available free from: Diet Recipes, E.D. Smith & Sons, Limited, WINONA, Ontario L0R 2C0.

The Nuts and Bolts of Nutrition



This is the title of the book being published by the Ontario Dietetic Association in cooperation with the Ontario Hospital Association. *The Nuts and Bolts of Nutrition* includes answers to questions consumers most frequently ask dietitians and nutritionists. The book compliments *Canada's Food Guide* and is aimed at the consumer with the hope that if the consumer understands the basic principles in the Food Guide they will be in a better position to distinguish between false information and accurate nutrition facts. As well as providing answers to specific questions, *The Nuts and Bolts of Nutrition* lists reliable nutrition books on specific topics and suggests additional sources of information available in each community. The book can be ordered for $4.95 from: Dietetic Services, Ontario Hospital Association, 150 Ferrand Drive, DON MILLS, Ontario M3C 1H6.

Publication*

Auréa Cormier et **Marielle Préfontaine de l'Ecole des sciences domestiques viennent de publier un chapitre d'un volume intitulé** *Behavioral Medicine: Changing Health Lifestyles.* Publié en janvier 1980 par Brunner/Mazel Inc., N.Y., ce volume de 475 pages comprend 16 chapitres qui sont des comptes-rendus des conférences majeures présentées à Banff lors d'une Conférence internationale sur la modification du comportement. En plus des deux professeurs cidessus, le chapitre a été fait en collabortion avec **Helen MacDonald** autrefois de l'Ecole des sciences domestiques ainsi que Richard B. Stuart de l'Université d'Utah. Le chapitre insiste sur l'importance de corriger les aspects du style de vie qui nuisent à la santé. De plus, on y résume les résultats d'un projet entrepris sur le campus de Centre universitaire de Moncton á l'automne 1976. Une intervention avait alors eu lieu auprès de 68 étudiants de première année. Lors d'une série de rencontres, l'équipe de recherche avait visé à atteindre les objectifs suivants: faire augmenter l'activité physique; encourager la pratique de la relaxation; améliorer la planification des loisirs; améliorer la régularité du sommeil; augmenter la capacité de s'affirmer; sensibiliser à l'importance d'une bonne nutrition. Les mesures prises au début du projet comparées à celles prises huit semaines plus tard indiquèrent que le niveau du stress avait possiblement baissé chez les étudiants et qué leur humeur était meilleure. L'équipe de recherche s'est largement inspiré de l'expérience acquise lors de ce projet étudiant pour planifier une recherche plus élaborée qui fut par après appliquée à des personnes obèses de la région de Moncton.

Publication*

Aurea Cormier and **Marielle Préfontaine** from the School of Domestic Science have just published a chapter of a volume entitled *Behavioral Medicine: Changing Health Lifestyles.* Published in January 1980 by Brunner/Mazel Inc., New York, this 475 page volume consists of 16 chapters which are the minutes of major conferences held at Banff during an International Conference on behavioral changes. The chapter was written with the collaboration of **Helen MacDonald,** formerly of the School of Domestic Science, and Richard B. Stuart from the University of Utah. The chapter stresses the importance of correcting the aspects of lifestyles which are harmful to health. Moreover, the results of a project undertaken on the campus of the University of Moncton in the fall of 1976 are summarized. Sixty-eight first year students were interviewed. During a series of meetings, the research group's aim was to achieve the following objectives: increase physical activity; encourage the practice of relaxation; improve the planning of leisure time; improve the regularity of sleep; increase self-confidence; and make people aware of the importance of good nutrition. The measures taken at the beginning of the project compared with those taken eight weeks later showed that the level of stress was possibly lower among the students and that they were in a better mood. The research group was inspired by the experience acquired in this student project to plan a more elaborated study which was later carried out with obese people from the Moncton area.

Community Nutrition Education

To assist with nutrition education in the community *How to Conduct Supper Clubs* and *How to Conduct Nutrition Educationals* are available for $1.50 per book. They may be obtained from: Nutrition Service, WoodGreen Community Centre, 835 Queen Street East, TORONTO, Ontario M4W 1H9.

Heating With Wood Safely

A useful book on wood-burning space heaters, *Heating With Wood Safely,* is published by the Central Mortgage and Housing Corporation and is available free of charge from any of CMHC's regional offices or by writing to: Information Services, CMHC, Montreal Road, OTTAWA, Ontario K1A 0P7.

Budget Guides

A number of budgeting guides are available from the Social Planning Council of Metropolitan Toronto. These may prove useful to anyone involved in Money Management programs or in family financial counselling. Though somewhat specific to Toronto, the guidelines are useful in providing a comprehensive list of costs. The latest guide is a *Budget Guide For Single Parents* and costs $8.00. It is available from: Publications Department, Social Planning Council of Metropolitan, Toronto, 185 - Bloor Street, East, TORONTO, Ontario M4W 3J3.

As well, *1979 Budget Standards* are also available from the Montreal Diet Dispensary. Their complete set includes: Budgeting For Basic Needs (of all age groups), Wage Earner's Minimum Living Cost, Family Budgets (families of 3, 4, 5 and 6 persons), and Minimum Monthly Budget For Retired Couples.

The cost for the set is $4.00 from: Montreal Diet Dispensary, 2182 - Lincoln Avenue, MONTREAL, Quebec H3H 1J3.

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*Campus de l'Université de Moncton, le 8 février 1980.

*From *Campus,* University of Moncton, Feb. 8, 1980. Reprinted by permission.

Happenings

Toronto home economists have jumped in to support the **Caribbean Association of Home Economists** (CAHE) in their efforts to provide contemporary curriculum for junior secondary students in home economics education.

For the first time, the Canadian government has recognized, with considerable financial support, the need and importance of home economics in providing life skills.

In 1978, CAHE contacted the Canadian Home Economics Association with a request for professional assistance. As a result, ***Operation Twinning*** came into existence, matching the Toronto and the Caribbean home economics associations.

Last summer, Gwen Tonge, President of the Caribbean association, which represents 14 territories in the area, approached THEA with specific requests. CAHE was eager to develop new educational materials and new directions for the home economics programs in their schools.

Diane Murphy, a member of THEA, has been hired to work out of Antiqua for the next 18 months as the consultant on the project. She will report to THEA and work closely with CAHE as a resource person.

The project has an estimated budget of approximately $203,000; THEA donated $42,000, mostly in the form of volunteer hours of professionals from the association. CAHE has pledged $61,000, also "in kind". Funds to the amount of $99,000 have come from the Canadian International Development Agency.

An initial meeting was held in Antiqua in late February with **Barbara Floyd,** President of THEA, **Pat Malone,** Chairman, THEA International Development Committee and **Gwen Tonge.**

NSHEA (Nova Scotia) is exploring the possibility of twinning with Santa Domingo in the Dominican Republic. A **CIDA Nutrition Project** there is administered by **Sister Catherine McGowan,** formerly of Mount Saint Vincent.

The **Regina Home Economics Association** will host the **International Development Workshop** in Saskatoon from Friday evening July 11 — Sunday July 13, immediately prior to the CHEA conference. **Alice Jenner** is chairman of the Regina Committee, working closely with **Gwenna Moss** in Saskatoon. **Joanna Nsarko,** Chairman of the Home Economics Department University of Ghana will be the special guest for the Saskatoon Workshop and conference. *Technology — the Benefits and Risks* will give special attention to technology developed in Africa and Saskatchewan of benefit to women in rural development. The experience of Native Canadians in rural development will also be shared.

CHEA agreements with CIDA have been undertaken to provide greater participation of CHEA in international development. The International Development Committee of CHEA reviews, recommends and submits proposals put forward by affiliated associations to CIDA for funding support. Considerable exploration is necessary to identify projects as well as to process them through CHEA and CIDA. The International Development Committee proposes to the executive of CHEA that the agreement between CHEA and CIDA on behalf of the affiliated associations serve as the agreement between CHEA and the affiliated associations responsible. Signatory exchange between CHEA and the affiliated associations will endorse the agreement.

The United Nations proclaimed 1975 as International Women's Year. The focal point of the Year was the World Conference held at Mexico City, June 19 - July 2, 1975, which proclaimed 1975-1985 as the **United Nations Decade for Women** with emphasis on equality, development and peace. Besides adopting a World Plan of Action, which listed, among other things, 14 minimum objectives to be reached by 1980, the Conference also approved a program for the decade which set forth specific areas for action focusing on the first half of the decade, 1976-1980. With that target date in mind, the General Assembly of the United Nations decided at its 13th session in 1975 to convene in 1980 — the mid-point of the Decade.

The **Mid-decade Conference,** which will be held in **Copenhagen from July 14-30, 1980,** will take stock of what has been achieved in the first five years of the decade.

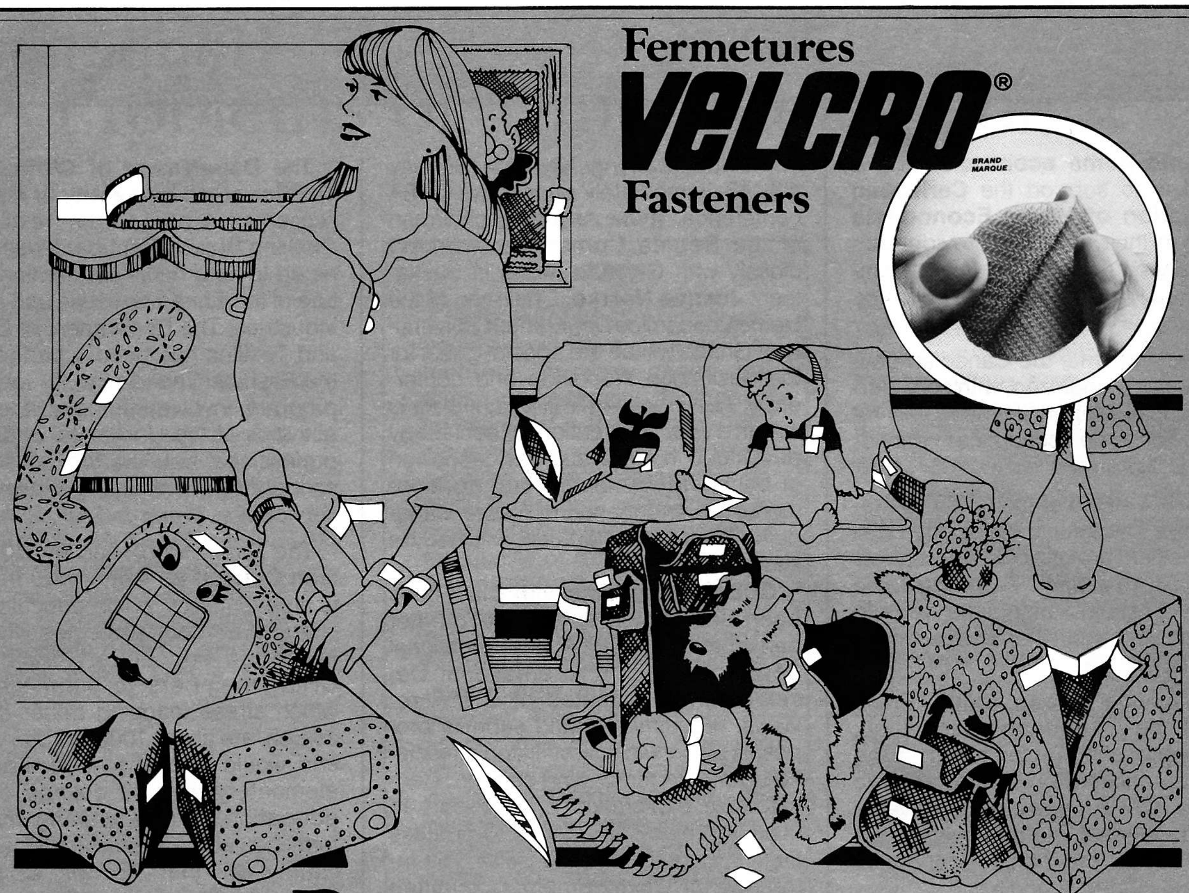
Inquiries should be addressed to: The Secretariat of the World Conference of the United Nations Decade for Women, Room A-555, United Nations, New York, N.Y. 10017, USA.

The **Department of Clothing and Textiles** at the **University of Manitoba** presented a brief to the Textiles and Clothing Board. The board was in Winnipeg to hear briefs concerning the future of the Canadian textile and apparel industries. The Department of Clothing and Textiles has been a participant in the Fashion Canada Youth Job Corps program, involved industry in teaching activities at the University, undertaken professional courses for industry personnel and maintains a textile testing service.

The *Forum,* published by the **American Council on Consumer Interests** is an avenue by which educators may share classroom strategies with other interested educators. *Forum* invites CHEA members to submit articles which stress teaching rather than research, are about 1000 words in length, and would appeal to educators from elementary through college or adult education. Those wishing more information about *Forum* should write Ms. Nancy Spillman, Editor, Consumer Education Forum, Los Angeles Trade-Technical College, 400 West Washington Blvd., Los Angeles, CA 90015. Memberships in the American Council on Consumer Interests are available through the Executive Director, 162 Stanley Hall, University of Missouri, Columbia, Missouri 655211.

Yellowknife and **Fort Smith** home economists are considering the formation of a Home Economics Specialist Council. The CHEA Director for the Yukon, **Kathleen Connelly,** is sending a newsletter to all northern home economists.

The Canadian Foundation for Economic Education is prepared to assist in **professional development programs for teachers** of economics, social sciences, consumer education and business education. The topic and structure of each workshop is determined by local needs and assessed by teachers. The CFEE staff could participate as resource persons and/or could assist the organizers in locating appropriate resource personnel. Program designs are available. They focus on content, methods, or a "current issue". Each program outline follows the general framework of: statement of



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purpose, assumptions about the participating teachers, and material and human resources used. For further information contact: Gary Rabbior, Canadian Foundation for Economic Education, 155 University Avenue, Suite 301, Toronto, Ontario M5H 3B7.

Western Lifestyles and the Role of the Home Economist was the theme of the 1980 **ACHES Convention** in Saskatoon. The objectives of the convention included having delegates learn about Western Canada, having delegates become familiar with the home economist's role in Western Canada; increase communication among all 14 member colleges, faculties and schools; initiate strong feelings for professional associations; aid in the development of future roles in home economics, and set objectives for ACHES. Twenty-six students attended.

An **integrated Home Economics/ Education program** is now underway at the **University of Manitoba.** This program, which combines the B. Ed. and the B. H. Ec. teaching-oriented courses, provides an enhanced curriculum for the person who plans definitely from Year I to teach home economics. Following Year I in Home Economics, the student transfers to the Faculty of Education. The course of study then includes a general program in all areas of home economics as well as observation and participation in classrooms from kindergarten to grade 12, with a practicum in each of the four years. This program improves the integration of home economics theory with education theory and provides an early and gradual exposure to educational concepts, the school system and the role of the teacher in the classroom. It also permits the person unsuited to teaching to discover this early in the program so that another major may be selected. The traditional route is still available to graduates wanting to teach home economics. Following the four year degree program, application may be made to enter the one year certification program in education.

Toronto Home Economics Association members have taken on varied new responsibilities. **Sally Henry** is now Product Manager/Flour for Maple Leaf Mills; **Pat Palumbo** has moved into Sally's old job as Director of Consumer Services and **Cathy Pearson** has moved from the Research Department to be a home economist in the Consumer Service Department at Maple Leaf Mills. **Ollie Suboch** is a Moving Consultant for De Luxe Transportation, Canadian Pacific's Household Moving Division; **Liz Thompson** is Assistant National Coordinator of Public Relations for the Canadian Red Cross Society; **Olga Kaminskyj** is Executive-Director of Robert Murray Advertising Consultants Inc.; **Judy Daniel** is the new home economist at Gay Lea Foods; **Joanne Delaney** is Community Relations Representative with McDonald's Restaurants of Canada; and **Janet Fraser** has been appointed Executive Assistant to the Director of the Home Economics Branch, OMAF.

Five distinguished experts from Britain, the United States and Canada were featured participants in **AGING: AN INTERNATIONAL PERSPECTIVE,** an invitational symposium held in May. The event was the second of its kind to be organized and underwritten as a public service by **General Foods, Limited** and some 250 experts from government, universities and the private sector attended. The speakers were nutritionist Dr. Barbara Posner of Boston University, sociologist Dr. Victor Marshall of McMaster University and the University of Toronto, psychologist Dr. Blossom Wigdor of the University of Toronto, gerontologist Dr. Alex Comfort of the University of Southen California, and geriatrician Dr. John Brocklehurst of the University of Manchester. The event was designed to help focus public, professional and governmental attention on Canada's growing population of seniors as a national resource of great potential.

A highlight of the symposium was the presentation of the **General Foods Award for Excellence in Nutrition Communication.** The 1979 winner is **Lynda Clark,** a nutrition specialist with the **Manitoba Department of Health and Community Services.** Lynda is a 1973 gradute of the University of Manitoba and has a Master's degree in Community Nutrition from The University of Massachussetts. She began her career as an Extension Home Economist for the Manitoba Department of Health in Beausejour, and is currently Nutrition Specialist with the Home Economics Directorate of the Manitoba Department of Health. The award was given for Lynda's work in infant nutrition, her monthly newsletters and the publication, "One To Grow On".

The **MHEA** in Manitoba is carrying out a *Home Economics Career Promotion and High School Recruitment Program* to ensure that present enrolments in the Home Economics Faculty will be maintained or increased. They also plan to interview the 1978 graduates regarding length of time to find a job, whether they are using home economics skills, and the role MHEA could play.

Expanding Horizons! Counselling for Change! is the theme of the **Ontario School Counsellor Association Conference** to be held at the Constellation Hotel, Toronto, October 22 to 25, 1980. For further information contact J. Woolfrey, Etobicoke Board of Education, 1 Civic Centre, Etobicoke, Ontario M9C 2B3.

If you wish to join **IFHE** as an individual member, send $19.21 to CHEA, Ottawa.

A **Directory of B.C. home economists** is now being printed.

The B.C. home economics scholarship fund generated by the sale of *Cooking the Metric Way* provides two scholarships. One of these will be called the **Charlotte Black Memorial Scholarship.**

The Regina Home Economics Association has examined the statistics relating to teenage births. These reveal that Saskatchewan ranks first in teenage births in Canada. More than one-third of first-born babies in Saskatchewan are born to mothers between twelve and nineteen years of age, many of whom have not completed their own body growth at the time their baby is born. Saskatchewan ranks seventh in Canada in the provision of Family Life Education in schools. Family Court Judges tend to award custody to the biological mother. Thus reads the **brief** sent to Regina MLA's, Ministers and Deputy Ministers of the Departments of Education, Health and Social Services and some key members of their staffs as well as to other interested community groups on behalf of the Regina Home Economics Association. The following initiatives were supported:

- The Family Courts should be encouraged to give high priority to placing the speechless child in the best environment available to order that our citizens of the future may have desirable models to encouage healthy attachments and value systems.
- Promote research to obtain useful, valid information relating to teenage births and overall health.
- Mount media campaigns to promote responsible parenting.
- Encourage governments and related professional personnel such as doctors, social workers, nurses, dieticians, teachers, etc., to jointly develop policy guidelines so that professional advice is in accord.
- Schools should emphasize responsible parenting through the Family Life, Health and Nutrition courses.

At the 4th Annual YWCA **Women of the Year Award's** dinner held recently in Winnipeg two well-known and highly regarded home economists were recipients of special awards. **Lillian Allen,** Associate Professor of Housing and Design in the Department of Home Economics, University of Manitoba until her retirement in 1971, received the Arts Special Award. An outstanding teacher and artist, her influence on the creative and cultural life of Winnipeg women is incalculable. The Special Professional Award was presented to **Marion Vaisey-Genser,** Head of the Department of Food and Nutrition, Faculty of Home Economics, University of Manitoba. Professor Vaisey-Genser is a food scientist with many accomplishments on the national and international scene and has stimulated many women toward careers in non-traditional fields.

The premiers of Alberta and Manitoba have been informed of the **AHEA (Alberta)** and **MHEA (Manitoba)** concern over the possibility of divorce being moved from a federal to a provincial jurisdiction.

The **Ryerson Home Economics Department** is changing its name to **Department of Food, Nutrition, Consumer and Family Studies.**

Happenings are gleaned from a variety of publications and sources. Submissions and alerts from individuals and groups are encouraged and appreciated.

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de la protection de la santé,
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Health and Welfare Canada
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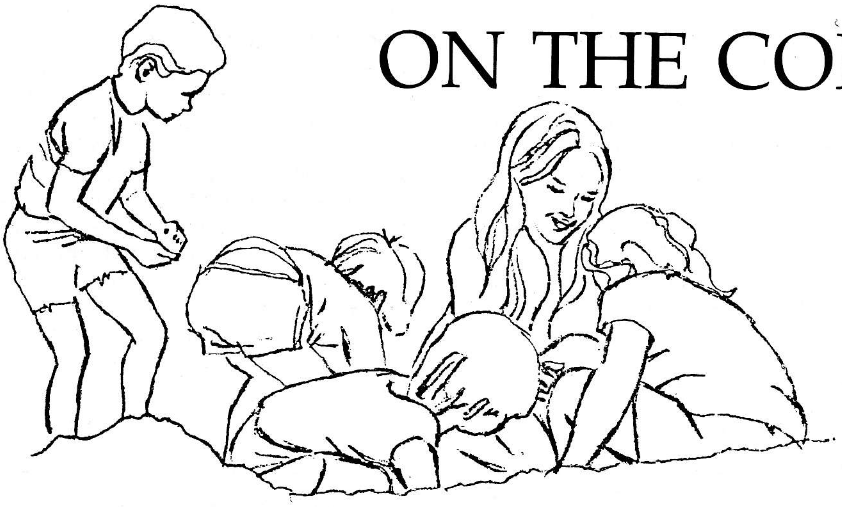

*Linda Gracey**
Saskatchewan Provincial Director

A number of community oriented activities have recently been undertaken by Saskatchewan home economists. This article will attempt to discuss some of these activities with particular emphasis on home economists and students associated with the College of Home Economics, University of Saskatchewan.

A Guidebook on Parent Education Resources for Saskatchewan was prepared by Kathleen Hill, Carol McIver and Adele Rydzik in the summer of 1979. The project was funded by the Health Protection Branch, sponsored by the College of Home Economics, and directed by Wanda Young. The students interviewed agencies in Saskatoon and Regina, and conducted a mail survey in other communities in the province. Formal classes, individual counselling and group counselling were offered by 156 agencies. It was concluded that there is a need to train staff, to publicize parent education, to include parent education as a formal school offering, to provide post-natal classes and to have displays and demonstrations in shopping centers.

Puppets in the Park was a communication project, funded by the Young Canada Works program, the Johnson Foundation and the International Year of the Child Committee. It was sponsored by the College of Home Economics and directed by Wanda Young. Students Catherine McWatters, Karen Pawlyshyn Davis and Doris Hamilton wrote plays using nutrition and management concepts. A puppet theatre was constructed under the direction of Doris Hasell. Puppets were constructed by the students. In June, Saskatoon public and separate schools from grades one to four were visited. During July and August, two parks were visited each afternoon. The puppet shows contacted over 4,800 youngsters. Marilyn Steel and Rose Fedorak also assisted with the project.

Under a grant from the Federal Department of Consumer and Corporate Affairs, the College of Home Economics developed a money management program which complements and works in co-operation with existing services in the community. In the early stages, agencies were visited, community programs explored, resource material collected and procedures developed for dealing with clients. On May 1, 1978 a downtown office was opened in Saskatoon.

Since June 1, 1979, the Family Money Management Counselling Services has had an additional contract with the Saskatchewan Department of Co-Operation and Co-Operative Development to counsel clients eligible for low income loan programs. The office is staffed full time by home economist Mary Orr who counsels clients, implements programs and supervises fourth year home economics students who volunteer their time to the service as part of their course work. Betty Burwell, working part time, has been developing programs and materials. Professor Margaret Crowle is the project initiator and Ron McLeod from the Family Service Bureau is providing guidance and assistance with socially-related problems of their clients, counselling on a one-to-one basis with individuals or families of all income levels who require help in sorting out their financial situation for a period of time. No fees are charged to clients or to credit grantors. This is a non-profit organization.

To coincide with her activities concerning the Family Money Management Counselling Service, Margaret Crowle is preparing a research paper on consumer credit education for the Saskatchewan Law Commission.

Dorothy Prior is a member of the Coalition on Women's Pensions. The group was formed to discuss new ways and means of obtaining government action on recognition of the economic contribution of the Canadian home manager; inclusion of this occupation in the *Canadian Classification and Dictionary of Occupations* and participation by the home manager in the Canada — Quebec Pension Plans or a related plan in her/his own right.

Elaine Clark is on the planning committee for the Child Welfare League of America Conference to be held in Regina, June, 1980.

Julie Coleman is active with the Canadian Multiple Sclerosis Society. She has been visiting schools in and around Saskatoon promoting *read-a-thon* — the fund raising project of the society.

In these and many other ways Saskatchewan's home economists endeavor to improve the quality of life for many of us. ●

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*The writer wishes to acknowledge the assistance of Dr. Wanda Young.

Letters

More About Baby Food

I read with interest the letter from Rae Aust of H. J. Heinz Company[1] and wish to outline a few of our experiences in Newfoundland related to problems we have had with some baby food manufacturers which lead us to believe that Government should take a very active role in monitoring the infant food industry. Newfoundland and Labrador have had recurrent problems within the food supply sector, however, for the purposes of this letter I will cite but a few specific examples.

As far as baby foods are concerned only one company supplies the province. In 1974 communication was held with H. J. Heinz related to their infant cereals which had at the time sodium iron pyrophosphate added even though the Health and Welfare Canada had requested that the industry should use reduced iron in their infant cereal products. In a letter from the company I was informed that the technology did not exist for reduced iron to be added; however, I was aware that H. J. Heinz had used reduced iron in its infant cereal products in the early 1970's. In fact a trip to one of the local groceterias verified the fact in a package of Heinz oatmeal cereal packaged in 1972 (code 1952A) which I now have in my office. The message is that either reduced iron had been used and the technology existed, or the product contravened the labeling act. In 1975 H. J. Heinz again incorporated reduced iron into their infant cereals.

In November of 1976 it became evident that a great amount of tinned baby food packaged before 1974 was on the shelves being offered for sale in all parts of Newfoundland. When H. J. Heinz was informed of this problem they initially chose to ignore it but after pressure from many sources many of the tins of baby food were recalled. During the recall some products were found to have been packaged in the late sixties. In the summer of 1977 we were informed that all old stock had been removed from the shelves; however, in the fall of 1978 H. J. Heinz was again notified of stores which were still selling tinned baby foods manufactured in 1974 or before. All of these stores had recently been visited by a nutritionist. Also in 1978 it came to our attention by Dominion Stores that peach pie for infants — now what infant ever needed peach pie — was still on the order list in Newfoundland. A little checking indicated that it was only on the Newfoundland order form. When head office was contacted we were informed that all the peach pie for infants which had not been manufactured since 1974 was in, you guessed it, Newfoundland. I am certain that our infants really appreciated that lack of concern for their health and well being.

During all of these discussions we were most fortunate to have had very good liaison with Joyce Eaton and David Young, nutritionists with H. J. Heinz. Their concern and assistance were appreciated by all the practicing professionals in Newfoundland.

However, our supply problems are still with us. A recent trip to the Labrador coast indicated that some of the baby food offered for retail sale was manufactured in 1976. We also have a very definite distribution problem with vegetable dinners and custards, the only infant foods available in some communities.

We must commend the excellent work done by the nutritionists with H. J. Heinz as products have undergone a marked improvement; however, marketing problems do exist and lack of concern (by the company) about the product as received by the consumer requires constant scrutiny by other groups. Other companies have tried to exploit our babies. One large evaporated milk company was recently advertising their product, both whole and partially skim evaporated milk, as the ideal infant formula in the Newfoundland Medical Association Journal, even though their product could not be advertised as a formula as it did not meet the food and drug regulations for infant formulas.

It would be a utopia if we could trust the industry to regulate themselves but alas experience proves that such is not practical.

Professionals working with the infant food companies are to be congratulated for the excellent work they have done. Government monitoring of their products will give positive responses. Certainly the educational materials and promotion of most infant foods have been excellent; however, it is the exceptions which indicate to all of us the necessity for us to be aware of the difficulties and the need for constant checking and monitoring of the situation. The government should play an increased role in the monitoring of our food supply.

Mary G. Alton Mackey, Ph.D., R.Dt.
Memorial University of Newfoundland
St. John's, Newfoundland

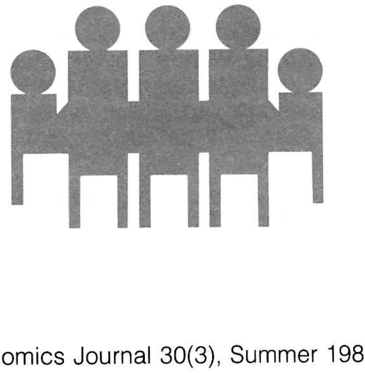
On behalf of the membership of the Ontario Dietetic Association, may I congratulate you on the excellent press release "Monitoring Infant Formulas" that appeared in The Globe and Mail on August 23, 1979.

If we as a profession are to be of value to the consumer we must be consulted to provide them with credible information in such areas as infant feeding. It is imperative that associations such as ours not only take a stand on current issues but also develop a profile that will encourage the media to seek out our spokesmen.

You are to be commended for your excellent recommendation and media coverage.

Joan Ciupak, R.P.Dt.
Chairman
Public Relations Committee
The Ontario Dietetic Association

The *CHEJ* welcomes letters from readers. Letters should be brief, must be signed and include writer's address. The *CHEJ* reserves the right to edit letters for length.



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[1] *Canadian Home Economics Journal,* 1980, *30* (2), 140.

Communique from the Executive

Barbara Baczynsky, CHEA Secretary

The Executive, as it approaches the end of its term of office, continues to work very hard for your association. The following will bring you up to date on some of the recent activities within the association.

- Our archives are in the process of being moved to national office as an intermediate step towards having them placed in the National Archives.

- The Task Force, established to study the report of the 1979 Conference Committee and to recommend policy re the use of profits raised by a committee of CHEA, has been working diligently; a report and recommendations will be presented at the Board of Directors meetings in July.

- Our Metric Committee prepared a position statement for CHEA re retail scale conversion delay; this statement was presented to Metric Commission Canada in March. From the statement: ". . . Through the work of our association, home economists have been building consumer awareness and acceptance of metric. The delay of the Retail Scale Conversion will only serve to slow down the achieved momentum and fuel irrational negative attitudes. *To slow down metric conversion* in food related areas, which are 80% completed, *serves no useful purpose . . .*"

- As a result of the change in government, a letter has again gone to the federal Minister of Justice supporting the retention of federal jurisdiction of divorce laws.

- It is discouraging to report that no resolutions were submitted this year; Betty Crown, Resolutions Committee Chairman, has requested the Board to discuss the role of CHEA committees in the development of policy through position papers and resolutions.

- The Journal Committee will supply additional copies of the Spring issue for utilization in a membership promotion. Graduates from one-half the Canadian institutions offering degree programs in home economics will receive a complimentary copy plus a letter from the president. In 1981, the other half of the institutions will be utilized. If any member has friends or colleagues eligible for membership and would like their names utilized in this campaign, please send particulars to the national office.

- A good number of applications have been received for the position of Executive Director and the Selection Committee has been interviewing.

- Conference '81, to be held in Toronto, has set the tentative dates of July 6-9, 1981; mark your calendar now and plan to attend.

- An invitation has been extended from the Edmonton Home Economics Association to host Conference '82 and their invitation has been accepted; the dates have been tentatively set for July 5-9, 1982. ●

APPROPRIATE TECHNOLOGY
AND THE HOME ECONOMIST

Pre-Conference International Development Workshop for Home Economists

Dates: Friday evening, July 11 to Sunday evening, July 13.
Place: St. Andrew's College, University of Saskatchewan, Saskatoon

The workshop will identify technology issues of concern to Canadian and Third World home economists, and their implications for Home Economics. It will focus on:

- What are the technology issues related to the home and family which face developing and industrialized countries?
- What is appropriate technology and why is it needed?
- What roles can home economists play in regard to appropriate technology in both developing and industrialized countries?
- The implications of appropriate technology for home economics.

Resource persons will include people with international and Canadian experience in appropriate technology. Key-note speaker will be Joanna D. Nsarkoh, Head, Home Science Department, University of Ghana, who will discuss the needs of women in developing countries for appropriate technology, and the experiences of her department in preparing students to contribute to development. Mrs. Nsarkoh heads a department which prepares students at the bachelor's level and at the diploma level.

There will be a display of books and other resource materials on appropriate technology. Contact: Gwenna Moss, College of Education, University of Saskatchewan, Saskatoon, Sask. S7N 0W0. Phone: (306) 343-5413.

Late News Bulletin

The executive of CHEA is pleased to announce the appointment of **Diana Smith** to the position of Executive Director of the Canadian Home Economics Association effective June 9, 1980. Diana, a 1967 graduate of the University of Alberta with a Family Studies major, has lived across Canada working in the fields of extension and education. She has been president of the Halifax-Dartmouth Home Economics Association and on the executive of the London Home Economics Association. We welcome Diana and wish her success and fulfillment in her new position.

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1979 - 80

University	Title of Department	Degrees offered	Years Required for undergraduate degree	Number of students enrolled in Home Economics Program — Full Time						Total number of undergrad students		Other Courses	Number enrolled
				1st yr.	2nd yr.	3rd yr.	4th yr.	Mas-ters	Doctor-al	Full time	Part time		
✓ British Columbia	School of Home Economics	B.H.E.	4	36	81	61	90	12	1	268	6	HE 351 (Nutrition for non-H.E. students)	24
	Faculty of Ed.	B.Ed.	4	2	8	12	18	12	1	40			
✓ Alberta	Faculty of Home Economics	B.Sc. H.E.	4	101	88	78	85	39		352			39
		B.Ed. (H.E.)	4	18	15	22	32	3	1	87			46
	Faculty of Ed.	B.Ed. (After B.Sc. H.Ec.)	1-1.5	9	5					14			
✓ Saskatchewan	College of Home Economics	B.S.H.Ec. B Ed ?	4	50	45	37	52	6		184	4		
Manitoba Wpg. Man R3T 2N2	Faculty of Home Economics	B.H.Ec.	4	116	88	85	77	50		366			
	Faculty of Ed.	B.Ed. (sp. in H.Ec.)											
Ottawa 550 Cumberland St Ottawa KIN 6N5	Department of Dietetics	B.Sc.						66					
		Majors	3	—	30	18	8						
		Honors	4										
✓ *Guelph	College of Family and Consumer Studies	B.A. Sc.	4							1000			
✓ Toronto	Faculty of Education (H.Ec.)	B.Ed. (prereq.- B.A. in H.Ec.)	1							40		Summer Session for certification	54
Ryerson Polytechnical Institute 50 Gould St Toronto M5B 1E8	Department of Home Economics	B.A.A. in H.Ec.	4	85	102	93	91			415		Special	44
✓ Brescia College Western Ontario	Department of Home Economics	B.Sc.H.E.	3	44	43	53	14			154	10		
Windsor	Faculty of Social Science	B.H.E.	4							157			
		B.A.	3										
✓ MacDonald College McGill University	School of Food Science	B.Sc. (F.Sc.)	3	43	57	55		2		155	30		
		B.Ed. (H.Ec.)	3	3	8	6				17			
Laval	Département de Diététique	Baccalauréat en Diététique	3½	32	18	28				78			
		Bacc. en Sciences de la Santé	3	0	0	1				1			
		Internat en Dietétique	2	—	—	—				35			
		Bacc. en Enseignement second. Maj. en Econ. familiale (60 cr.)	3	1	0	6				7			
		Baccalauréat en Consommation	3	20	9	16				45			
		Maîtrise en Diététique	2	—	—	—				7**			
Montréal	Départment de nutrition	B.Sc. (Nutrition)	3½ (after CEGEF - 2 yr. Jr. College program)	50	36	30	40	13		156			
Moncton Moncton N. B. E1A 3E9	Ecole des Sciences Domestique	B.Sc. D	4	10	19	23	18			70			
		M.Sc. D	2					2					
New Brunswick P.O. Box 4400 Fredericton E3B 5A3	Department of Home Economics	B.Ed. (H.Ec.)	4	8	12	11	14			45	5		67
		M.Ed.	1										
Acadia Wolfville N.S. B0P 1X0	School of Home Economics	B.Sc.(H.E.)	3-4	37	18	16	25			104		Special Memorial Program	8 Free 60
✓ Mount St. Vincent	Department of Home Economics	B.Sc. (H.Ec.)	4	27	21	11		10		69			
		B.H.E.	3	48	28	10	10 5			91			
Prince Edward Island Charlottetown C1A 4P3	Department of Home Economics	B.Sc. (H.Ec. Major)	4	24	11	15	17			67	2		
St. Francis Xavier Antigonish B2G 1C0	Department of Home Economics	B.Sc. H.E.	4	21	26	24	19			90		Service Course (non-H.E. students)	75

19

* At the University of Guelph approximately 1000 students are enroled in a four-year undergraduate program leading to a Bachelor of Applied Science degree. Students in the program major in one of these areas — Family Studies, Consumer Studies, Applied Human Nutrition or Child Studies. Graduates will affiliate with a wide range of professional fields, one of which is home economics. Graduate programs are offered in four major areas of study.

** Two at part-time.

CANADIAN HOME ECONOMICS ASSOCIATION
L'ASSOCIATION CANADIENNE D'ECONOMIE FAMILIALE

151 Slater Street, Ottawa, Ontario K1P 5H3

APPLICATION FOR MEMBERSHIP

Please Print in block letters

I PERSONAL DATA: Check preferred mailing address: Home ☐ Employment ☐

☐ MISS ☐ MR.
☐ MRS. ☐ DR.
☐ SR. ☐ MS. ______________________________
Last Name First Name and Initial

Maiden Name (if applicable) ______________________________

HOME ADDRESS ______________________________ ____________ (Area) Phone

____________ City ____________ Province ____________ Postal Code

BUSINESS NAME AND ADDRESS ______________________________ ____________ (Area) Phone

____________ City ____________ Province ____________ Postal Code

PRESENT POSITION ______________________________

II EDUCATION

University, College or School Attended	Duration of Study	Major	Degree or Diploma received	Date received

III ☐ If you wish to become active in CHEA, check here.

Your interest ______________________________

IV The Membership Directory will be available in November for $5.00 to members (non-commercial use). You may order a copy now. Please enclose $5.00 with your fees payment.

V HAVE YOU HELD PREVIOUS MEMBERSHIP IN C.H.E.A.? Yes ☐ No ☐

VI PRESENT OCCUPATION — Please check Sections A and B. This information is required for the Membership Directory.

A
- ☐ Business
- ☐ Dietitian
- ☐ Educator
- ☐ Extension
- ☐ Freelance/Consultant
- ☐ Government
- ☐ Graduate Student
- ☐ Homemaker
- ☐ Nutritionist
- ☐ Social Services
- ☐ Other

B
- ☐ Adult Education
- ☐ University
- ☐ Post Secondary
- ☐ Secondary School
- ☐ Preschool/Primary
- ☐ Supervisor
- ☐ Communications/Media
- ☐ Consumer Studies/Services
- ☐ Equipment/Housing
- ☐ Family Studies
- ☐ Food/Nutrition
- ☐ Hospital/Institution
- ☐ Textiles/Fashion

VII CHEQUE ☐ MONEY ORDER ☐ enclosed in the amount of $ ____________

Date ______________________________ Signature ______________________________

CANADIAN HOME ECONOMICS ASSOCIATION
L'ASSOCIATION CANADIENNE D'ECONOMIE FAMILIALE

CONDITIONS OF MEMBERSHIP

Membership Classes

There are five classes of membership: active including life, associate, student, reserve and honorary.

Active Members

1. Active membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:
   a. a degree in Home Economics from a recognized university, or
   b. a degree in a related field from a recognized university and by interest and activity serves the goals of the Association or,
   c. was a member in good standing of the unincorporated body known as the Canadian Home Economics Association at the time of the incorporation of the Association and who maintains continuous membership in good standing of this Association.
   d. The Board of Directors may grant active membership to one who, after five years of associate membership in the Association, is deemed to have made an active contribution to the Association or the profession.
2. An individual who has had continuous active membership for at least ten years immediately prior to applying for life membership may become a life member subject to the approval of the Board of Directors.
3. An active member, in recognition of outstanding contribution to the Association over a period of years, may be awarded a special honorary life membership, subject to the approval of the Board of Directors.

Associate Members

Associate membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:

A secondary school certificate and:

a. a Home Economics diploma granted by a recognized college or school of technology after two years of successful study, or
b. a provincial Home Economics teacher's certificate, or
c. a provincial teacher's certificate with additional training in Home Economics equivalent to at least one year of successful study.

Student Members

Student membership shall be granted to a person enrolled in a **full-time** undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the A.C.H.E.S. convention.

Reserve Members

Reserve membership may be granted on application to the Board of Directors to those who qualify as active or associate members, and who are now:

a. graduate students enroled in full-time post graduate study in home economics or a related field for a minimum of six months of the membership year May 1 - April 30.
b. home economists employed on an average of less than 10 hours per week
c. retired

Honorary Members

Honorary membership is granted by unanimous vote of the Board of Directors to a non-member who has rendered exceptional service to the field of Home Economics.

FEES —	Active and Associate members (annual)	$ 55.00
	Life Membership	825.00
	Student members (annual)	17.00
	Reserve members (annual)	27.50

Membership includes subscription to the Canadian Home Economics Journal published Spring, Summer, Fall, Winter
Membership year — May 1 to April 30

Home economics graduates from Canadian universities for the year immediately following graduation may become members of the Association at a fee which is one-half the current active/associate membership fee.

If you are moving or changing your name, be sure to advise the CHEA. Attach the mailing address label from your current Journal in the space below and send the form to CHEA six weeks in advance of your move.

Attach Mailing
Label
Here

Mail to: CHEA, 203 Burnside Bldg., 151 Slater St., Ottawa, Ontario. K1P 5H3

NAME ....

NEW ADDRESS ....

CITY .... PROVINCE .... POSTAL CODE.................

TELEPHONE INCLUDING AREA CODE ....

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List of Exhibitors

The Exhibits Committee is pleased to advise the members of CHEA that the following companies will be among those exhibiting at the 1980 Conference.

- Agriculture Canada
- Bakery Council of Canada
- Beecham Canada Limited
- Butterick Fashion Marketing Co.
- Butterick Publishing
- Canadian Appliance Manufacturing Co. Ltd.
- Canadian Egg Marketing Agency
- Canada Pork Council
- Canbra Foods Ltd.
- Corning Canada Inc.
- CSP Foods Ltd.
- Dominion Simplicity Patterns
- Federated Co-operatives Ltd.
- H.A. Kidde
- Health Protection Branch — Health & Welfare Canada
- J & P Coates (Canada) Inc.
- Kellog-Salada Canada Ltd.
- Metric Commission Canada
- Micro-Mac Distributors Ltd.
- Moffat McLary Appliances
- Pellon Chematextiles Inc.
- Pfaff Sewing Machine Co. of Canada Ltd.
- Proctor and Gamble Inc.
- Rapeseed Association of Canada
- Saskatchewan Safety Council
- Stanwood Products
- Singer Co. of Canada Ltd.
- Talon Textron
- The Kitchen Centre (Saskatoon) Limited
- Toshiba of Canada Ltd.